

Wisconsin SCORP

Regional Demographic Profile

Lower Lake Michigan Coastal



Applied Population Lab and Wisconsin Department of Natural Resources

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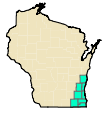
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ABOUT THIS REPORT

The following is a demographic profile of the Lower Lake Michigan Coastal SCORP Region completed by the Applied Population Laboratory, University of Wisconsin- Madison. This profile was created to inform the 2005-2010 SCORP planning process by providing demographic background information for understanding the context within which outdoor recreation occurs. Similar demographic profiles are provided for each of the eight SCORP Regions, and one summary profile for the state of Wisconsin compares Region to Region.

The profile includes current, past and projected information on population demographics and housing within the Lower Lake Michigan Coastal Region. Data are displayed in maps, tables, and charts and summarized briefly in text. We begin by painting a demographic picture of the current conditions in the Region using data from Census 2000 and from the Wisconsin Department of Administration's Population Estimates (2004). Next, we address historical trends that have shaped the Region over the past several decades. We include information on how the population has been changing over time, where housing development has been rapidly occurring, and the impact that natural amenities may have on these changes. Finally, we use population projections from the Wisconsin Dept. of Administration to discuss how the population of the Lower Lake Michigan Coastal Region might change over the next several years.

It is important for planners to consider demographic information when planning for outdoor recreation because characteristics of the population impact demand for different types of outdoor recreation. For instance, areas with growing populations may experience increasing demand for recreational resources, and areas with aging populations may demand different types of resources than those with young populations. Similarly, income, education, race, and sex have all been shown to affect preferences for outdoor recreation.

Starting in 1999, the Wisconsin DNR initiated a three-year study to identify, with considerable input from the public and non-profit groups, places in the state that will be critical in meeting Wisconsin's long-term conservation and recreation needs. The resulting 229 "Legacy Places" collectively are the special places that "make Wisconsin Wisconsin." The WDNR only represents the Legacy Places as points because specifically identifying which lands and waters associated with each place are most appropriate to maintain and protect is most appropriately left to a locally-focused planning process. The Legacy Places are represented on many of the maps that you will see in this report. The points noted with a star in the center are Legacy Places that the WDNR has determined to have particularly high recreation potential. The Land Legacy information helps to bring cultural and environmental meaning to the demographic data that we present.

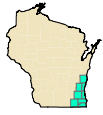
The principal author of this report is Richelle Winkler (rwinkler@ssc.wisc.edu) of the Applied Population Laboratory, with direction provided by Jeff Prey (Jeff.Prey@dnr.state.wi.us) of the Wisconsin Department of Natural Resources. With appreciation and thanks, the author would like to acknowledge the insight and assistance provided by Chris Whelpley, David Long, Bill Buckingham, Dan Veroff, Nick Fisher, and Don Field. Each lent their skills and talents in preparing data, constructing tables and charts, formatting, and editing text. For more information about this report, the authors can be contacted via email.



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EXECUTIVE SUMMARY

The Lower Lake Michigan Coastal Region is located in the southeast part of the state and encompasses Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington, and Waukesha Counties. The Region is mostly urban and densely populated. The Milwaukee metropolitan area is the major urban center of the Region, and the influence of Chicago (to the south) impacts the southernmost counties in the Region (Racine and Kenosha).

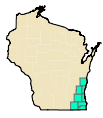
- In 2004, the Lower Lake Michigan Coastal Region had an estimated population of 2,081,878 residents. The population of the Region is concentrated around the City of Milwaukee and its suburbs in Waukesha County.
- The population of the Lower Lake Michigan Coastal Region is mostly urban (about 90%). The majority of recent population growth and housing development has been occurring in the outer-ring suburbs of Milwaukee (especially in Ozaukee, Washington, and Waukesha Counties) and in Walworth County.
- 77% of the population is non-Hispanic and White. Blacks make up about 13% of the population, Hispanics account for another 6%, and Asians 2%.
- Seasonal housing is relatively unimportant in the Region as a whole, but is significant in Walworth County. About 2% of all housing units in the Region are for seasonal use, and about 7% of all workers work in a tourism-related industry.
- In-migrating young families with children produce a relatively young population structure in the Region. Median age for the Lower Lake Michigan Coastal Region in 2000 was about 35 years. The youngest county was Milwaukee, with a median age of less than 34 years, and the oldest county was Ozaukee, with a median age of almost 39 years.
- In comparison with the rest of the state, people in the Lower Lake Michigan Coastal Region are more educated, have higher income, and have relatively high housing values. Still, these characteristics vary spatially across the Region. City centers (Milwaukee, Racine, and Kenosha) have stark socio-economic and demographic differences from their suburbs. The cities tend to have lower income, lower education levels, lower housing values, younger people, and more minorities than the suburban areas.
- Population in the Lower Lake Michigan Coastal Region grew quickly between 1950 and 1970, then experienced decline between 1975 and 1985. Since 1990, population growth has rebounded, and the population is projected to grow at a substantial pace in coming years. Most population growth in recent decades has occurred in Waukesha, Washington, Ozaukee, and Walworth Counties, while Milwaukee County has been experiencing decline.
- According to Johnson and Beale's recreational county classifications, Walworth County has many recreation-based resources and high demand for recreation. Because of these resources, Walworth County might be expected to experience population growth and housing development at a disproportionately fast pace.
- Population is projected to continue to increase in the Lower Lake Michigan Coastal Region over the next several years, especially in Kenosha, Washington, and Walworth Counties. Kenosha County is expected to add 25,611 residents between 2004 and 2020, for an increase of over 16%.



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POPULATION DISTRIBUTION

According to the Wisconsin Department of Administration population estimates (WDOA 2004), 2,081,878 people live in the Lower Lake Michigan Coastal Region. This amounts to about 664 persons per square mile.

Figure 1 shows population distribution for the Lower Lake Michigan Coastal Region by county. Most of the people in the Region live in Milwaukee or Waukesha County. Together, these counties account for about 63% of the population. Milwaukee County is home to the City of Milwaukee, and the city's major suburbs are located in Waukesha County.

Figure 1
County Population Distribution, 2004

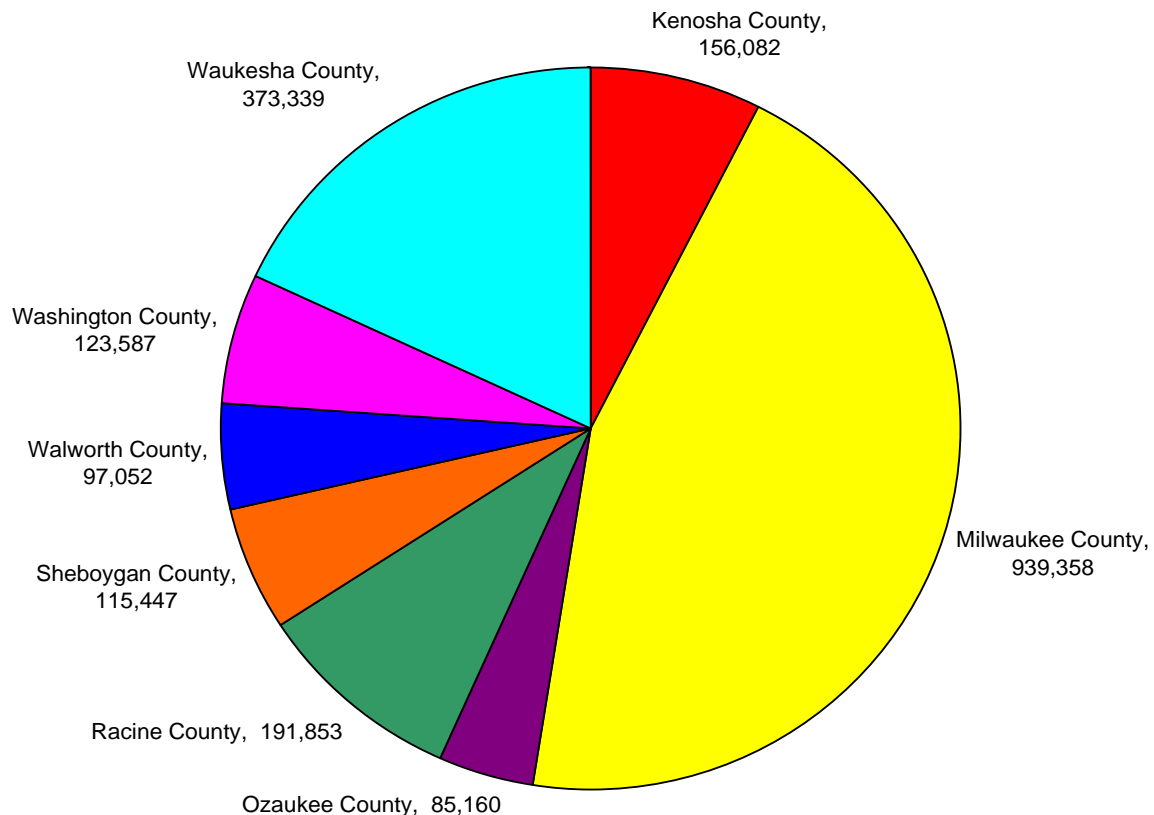


Figure 2 shows population density by municipality (cities, villages, and towns). This view allows us to see variation within counties. The population in the Lower Lake Michigan Coastal Region is concentrated around the City of Milwaukee and its suburbs. In addition, the Cities of Racine and Kenosha along the Lake Michigan shore to the south, and the City of Sheboygan on the coast to the north stand out as population centers. Smaller cities and villages dot the Region.



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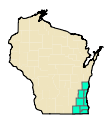
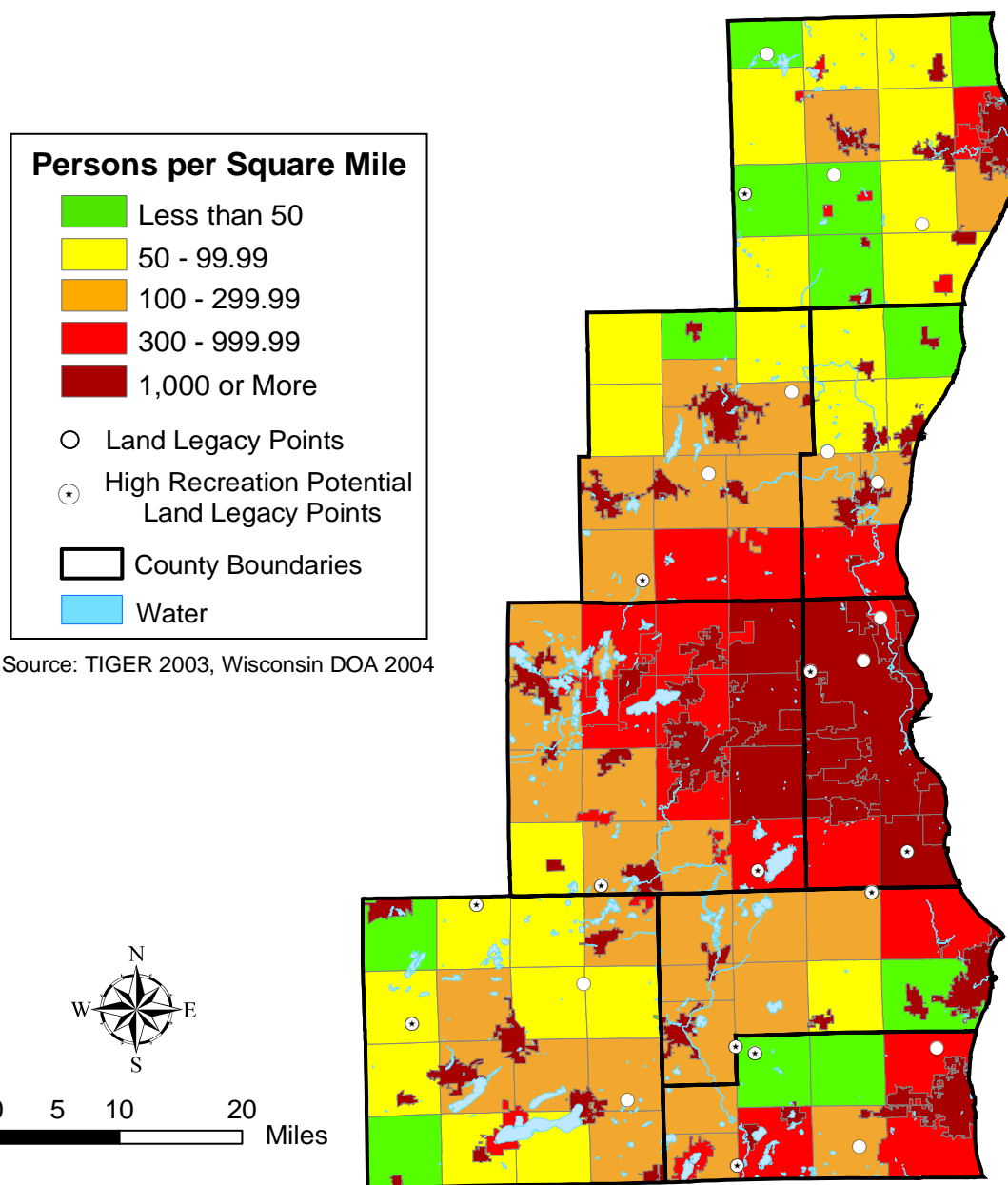


Figure 2

Population Density, 2004

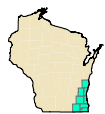
Calculated at Municipal Level



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URBAN/RURAL

Most people in the Lower Lake Michigan Coastal Region (almost 90%) live in urban areas, according to 2000 Census definitions. This includes people who live in densely settled territory with a population of 2,500 or more.

Table 1 shows the proportion of people living in urban places by county. Milwaukee County is almost entirely urban, and in Kenosha, Racine, and Waukesha Counties over 85% of the population lives in urban areas. Walworth and Washington Counties have the lowest proportion of people living in urbanized areas.

Table 1
Urbanization in the Lower Lake Michigan Coastal Region, 2000

	Total Population	Urban Population	Percent Urban
Kenosha County	149,577	132,556	88.6%
Milwaukee County	940,164	937,009	99.7%
Ozaukee County	82,317	61,424	74.6%
Racine County	188,831	164,259	87.0%
Sheboygan County	112,646	79,704	70.8%
Walworth County	93,759	59,989	64.0%
Washington County	117,493	76,638	65.2%
Waukesha County	360,767	316,651	87.8%
Lower Lake MI Coastal Region	2,045,554	1,828,230	89.4%

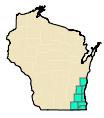
Source: Census 2000, Summary File 1



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HOUSING DISTRIBUTION

Housing development impacts both the supply and the demand for outdoor recreation. Housing affects the *supply* of outdoor recreation resources by taking up land that may previously have been considered to be recreational or have potential for recreation activities. Outdoor recreation (especially those activities that require a substantial amount of open space, like backpacking, ATV riding, or hunting) is largely considered incompatible with higher density housing development.

Housing development also impacts *demand* for outdoor recreation. At the most basic level, housing development in an area generally means more people in that area who are likely to participate in some form of recreation activity nearby. In this way, housing unit counts inform outdoor recreation planners similarly to population counts.

Examining housing is particularly useful to recreation planners because population counts do not include seasonal residents. Seasonal residents are an important component of demand for outdoor recreation in Wisconsin, and looking at housing development (including both permanent and seasonal homes) can offer a more complete view of where demand for outdoor recreation occurs than looking at population distribution alone.

Figure 3 shows the 2000 distribution of housing density in the Lower Lake Michigan Coastal Region by Census Block Group. The map looks similar to the population map presented above, except for around the lakes in Walworth County, where housing density is high (relative to population). This results from the impact of seasonal housing in the Walworth County lakes area.



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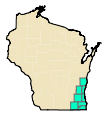
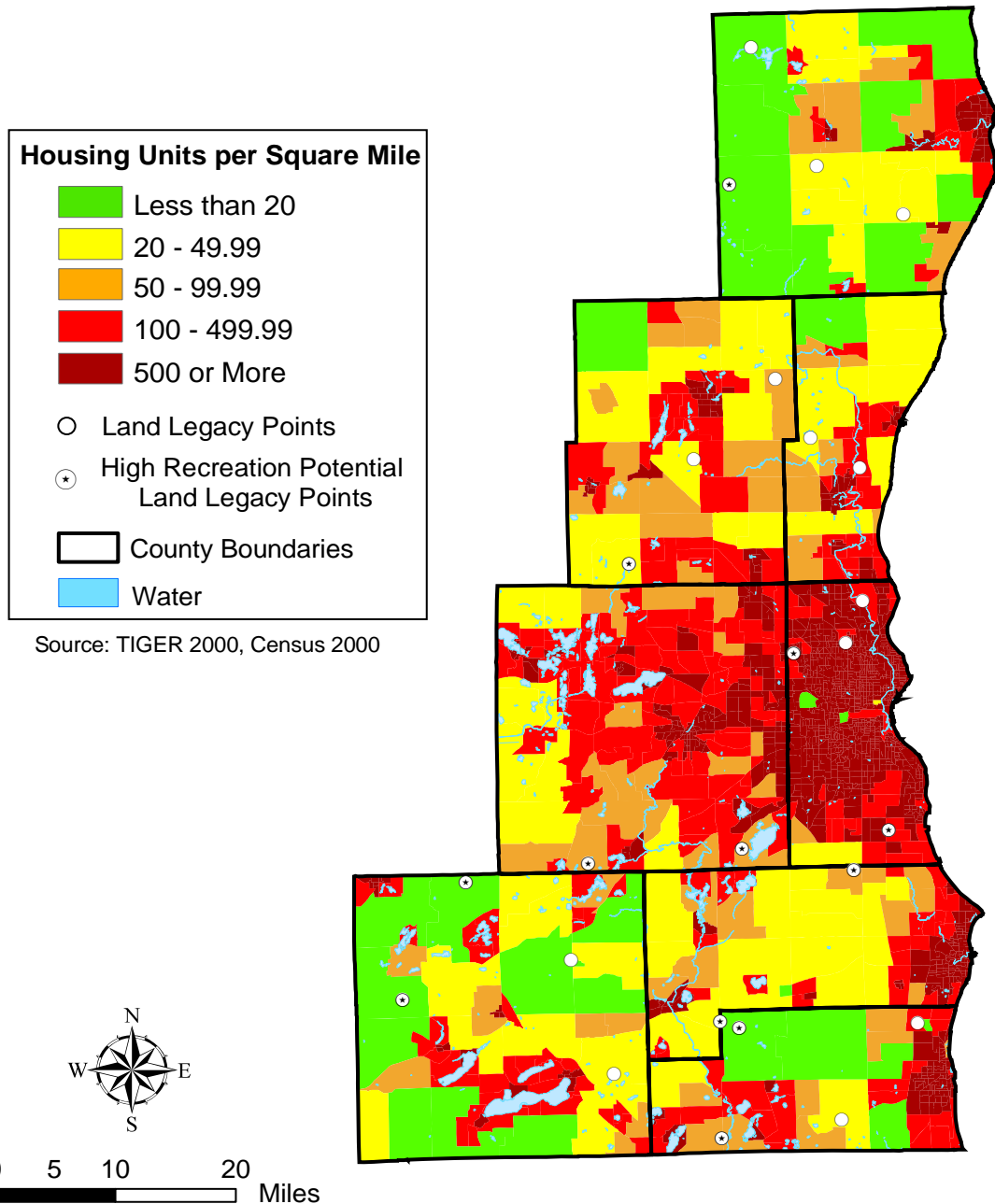
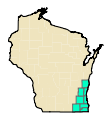


Figure 3

Housing Density, 2000

Calculated at Block Group Level





SEASONAL HOUSING AND TOURISM

Area residents constitute much of the demand for outdoor recreation, but a certain amount of demand also comes from non-residents, like seasonal home-owners and tourists. Table 2 shows the importance of seasonal housing and tourism in the Lower Lake Michigan Coastal Region. Seasonal housing is rare in this Region, with less than 2% of all housing units being for seasonal or recreational use, compared to 6.3% for the state as a whole. Only Walworth County has a significant proportion of seasonal housing, with 17%.

Measuring the number of tourists who visit the Lower Lake Michigan Coastal Region is more difficult because good data is not readily available. Table 2 shows the percent of all workers age 16 and over who are employed in arts, entertainment, recreation, accommodation, and/or food services industries. We provide this employment measure with the idea that the more tourists who are visiting an area, the more people will be employed in tourism-related work. Tourism-related employment is proportionately less important in the Lower Lake Michigan Coastal Region than in other Regions, yet the number of workers employed in tourism is relatively high (69,625) due to the large number of workers overall who live in the Region.

Table 2
Seasonal Housing and Tourism in the Lower Lake Michigan Coastal Region, 2000

	Population	Housing Units	% Seasonal	% Employed in Tourism
Kenosha County	149,577	59,989	2.8%	7.8%
Milwaukee County	940,164	400,093	0.2%	7.7%
Ozaukee County	82,317	32,034	0.8%	5.8%
Racine County	188,831	74,718	1.2%	5.5%
Sheboygan County	112,646	45,947	1.7%	6.5%
Walworth County	93,759	43,783	17.0%	10.2%
Washington County	117,493	45,808	1.4%	5.3%
Waukesha County	360,767	140,309	1.0%	5.3%
Lower Lake MI Coastal Region	2,045,554	842,681	1.7%	6.9%

Source: Census 2000, Summary File 1

Figures 4 and 5 show the distribution of seasonal housing and tourism at the Census Block Group level. These activities tend to be clustered together near lakes.



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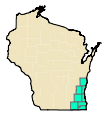
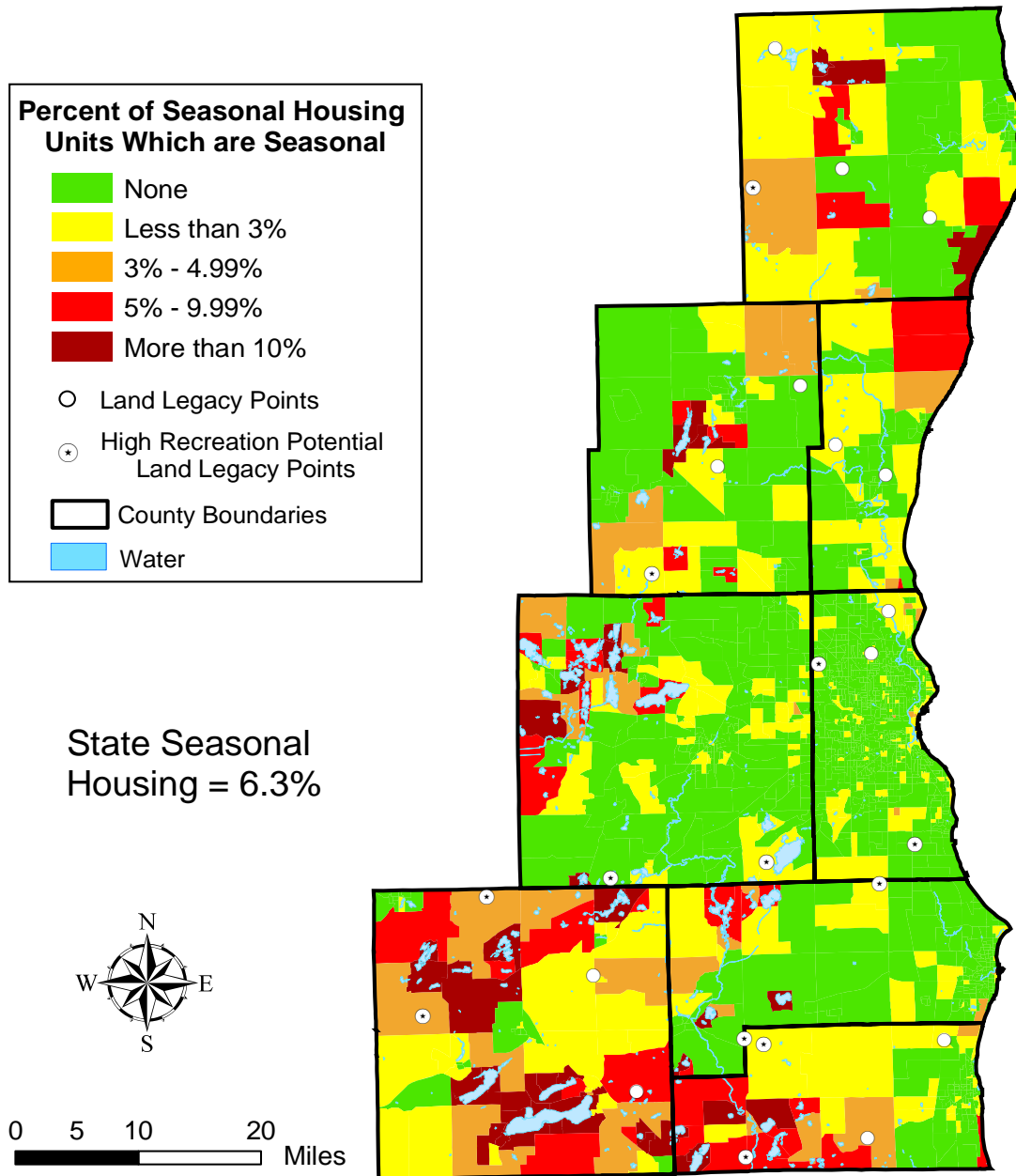


Figure 4

Seasonal Housing Calculated at Block Group Level



Sources: TIGER 2000, Census 2000



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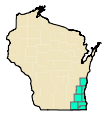
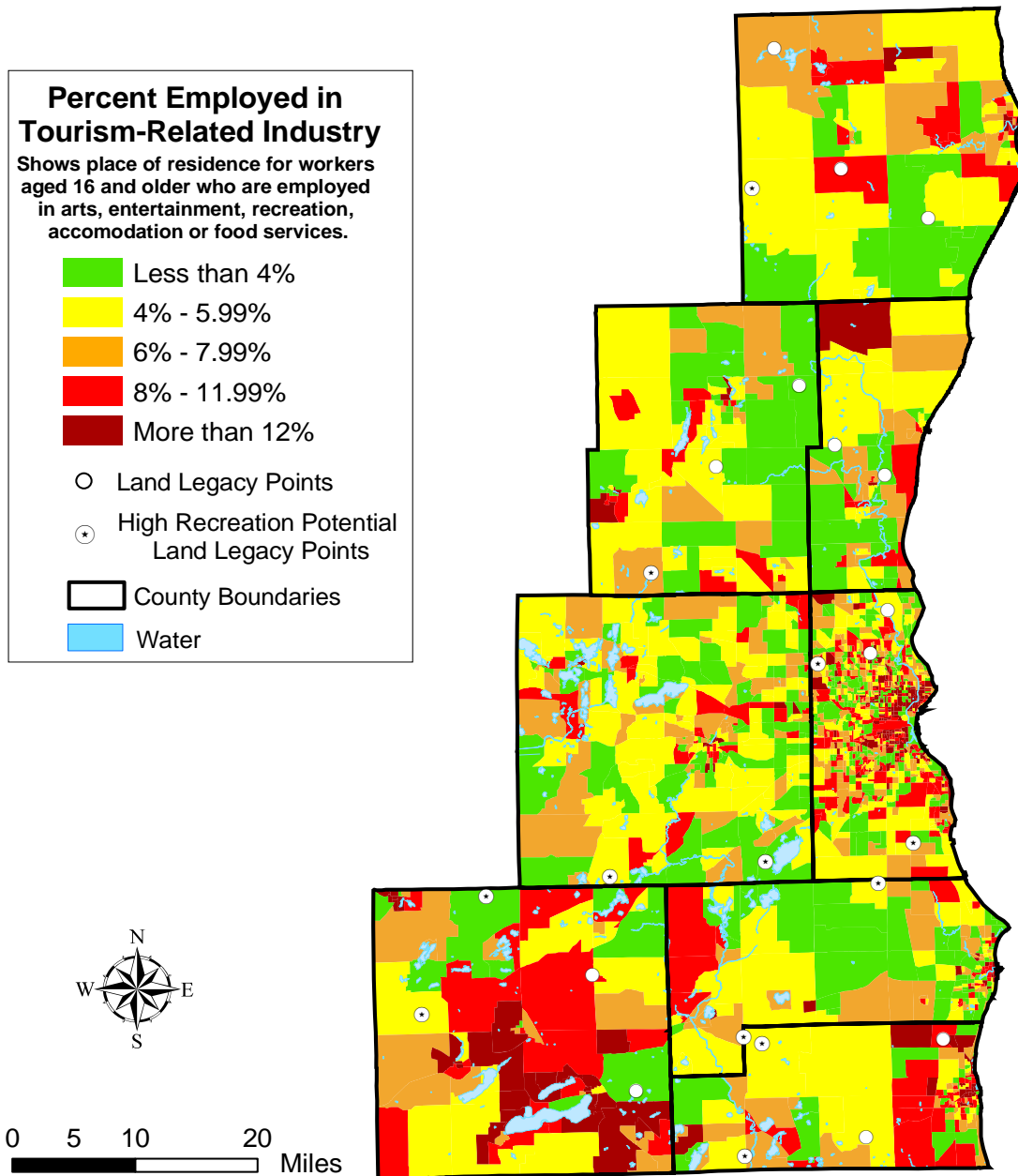


Figure 5

Tourism Industry Employment Calculated at Block Group Level



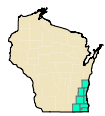
Sources: TIGER 2000, Census 2000



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DEMOGRAPHIC CHARACTERISTICS

Social and economic characteristics of the population also influence participation in outdoor recreation. For instance, older people tend to participate in different recreational activities than young people; income may influence ability to participate in particular outdoor activities, like golfing; and education may have something to do with whether or not someone engages in nature study. These types of social and economic characteristics of the population vary across space. Near urban centers, people tend to make more money; and near universities, people tend to be younger and more highly educated.

Table 3 provides a summary of social and economic characteristics by county. Figures 6-11 show how these characteristics vary across space.

Table 3
Demographic Characteristics in the Lower Lake MI Coastal Region

	Total Population	Median Age	Female	College Educated	Hispanic	Asian	Black	Median HH Income	Median Housing Value
Kenosha County	149,577	34.8	50.4%	19%	7.2%	0.9%	5.1%	\$46,970	\$120,900
Milwaukee County	940,164	33.7	52.1%	24%	8.8%	2.6%	24.6%	\$38,100	\$103,200
Ozaukee County	82,317	38.9	50.7%	39%	1.3%	1.1%	0.9%	\$62,745	\$177,300
Racine County	188,831	36.1	50.5%	20%	7.9%	0.7%	10.5%	\$48,059	\$111,000
Sheboygan County	112,646	36.8	49.8%	18%	3.4%	3.3%	1.1%	\$46,237	\$106,800
Walworth County	93,759	35.1	50.3%	22%	6.5%	0.7%	0.8%	\$46,274	\$128,400
Washington County	117,493	36.6	50.1%	22%	1.3%	0.6%	0.4%	\$57,033	\$155,000
Waukesha County	360,767	38.1	50.8%	34%	2.6%	1.5%	0.7%	\$62,839	\$170,400
Lower Lake MI Coastal Region	2,045,554	35.4	51.2%	25%	6.4%	1.9%	12.9%	\$46,651	\$123,479

Source: Census 2000

Note: Regional "medians" represent the weighted average of constituent county medians;

Percent college educated calculated for persons age 25 and older; Housing value calculated for owner occupied housing units.

In comparison with other Regions, the Lower Lake Michigan Coastal Region has a relatively young population. Median age for the state of Wisconsin as a whole is 36 years, compared to only 35 years in the Lower Lake Michigan Coastal Region. The population in Milwaukee County is especially young, with a median age of 33.7 years. On the other hand, the population is older than the state average in Ozaukee, Racine, Sheboygan, Washington, and Waukesha Counties.

In terms of sex ratios, the Lower Lake Michigan Coastal Region has more females than males. Most of the difference in sex occurs in Milwaukee County where females make up over 52% of the population.

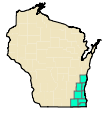
Racially, the Lower Lake Michigan Coastal Region is diverse, compared to the rest of Wisconsin. While 77% of the 2000 population identified as non-Hispanic and White on the 2000 Census, 13% were African American, over 6% were Hispanic, and almost 2% were Asian. In Milwaukee County, almost 25% of the population was African American in 2000.



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Income, housing values, and college education rates are relatively high in the Lower Lake Michigan Coastal Region. Milwaukee's suburbs to the east and north (Waukesha, Washington, and Ozaukee Counties) have the highest incomes, while cities themselves (Milwaukee County and the cities of Racine and Kenosha) have the lowest incomes. Similarly, housing values are particularly high in Waukesha, Washington, and Ozaukee Counties and low in Milwaukee and Sheboygan Counties. Ozaukee and Waukesha Counties have the highest rates of college education.

In the maps that follow, stark differences exist between the City of Milwaukee, its suburbs, and the more rural outlying areas. To a lesser extent, the same pattern can be seen with the smaller cities of Racine and Kenosha. Each of these cities had their heyday in the manufacturing era of the 1950s-1970s. Since that time economic restructuring and suburbanization have shifted money from the city centers to the outlying areas. The city centers now are more socio-economically similar (income, education, housing) to the more rural areas beyond the suburbs than they are to the geographically closer suburban areas.



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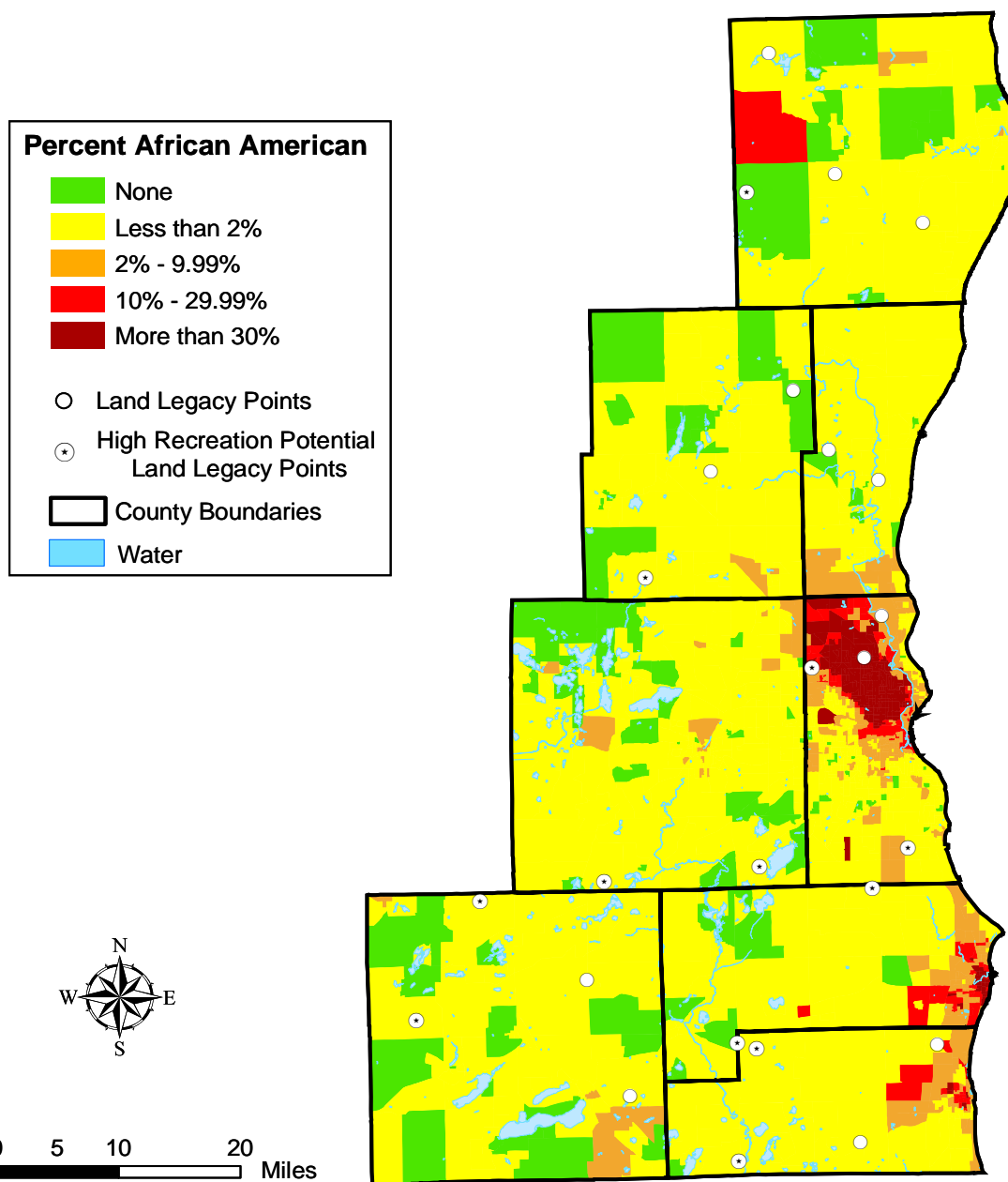
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Figure 6

African American Population Calculated at Block Group Level



Sources: TIGER 2000, Census 2000



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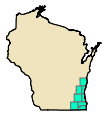
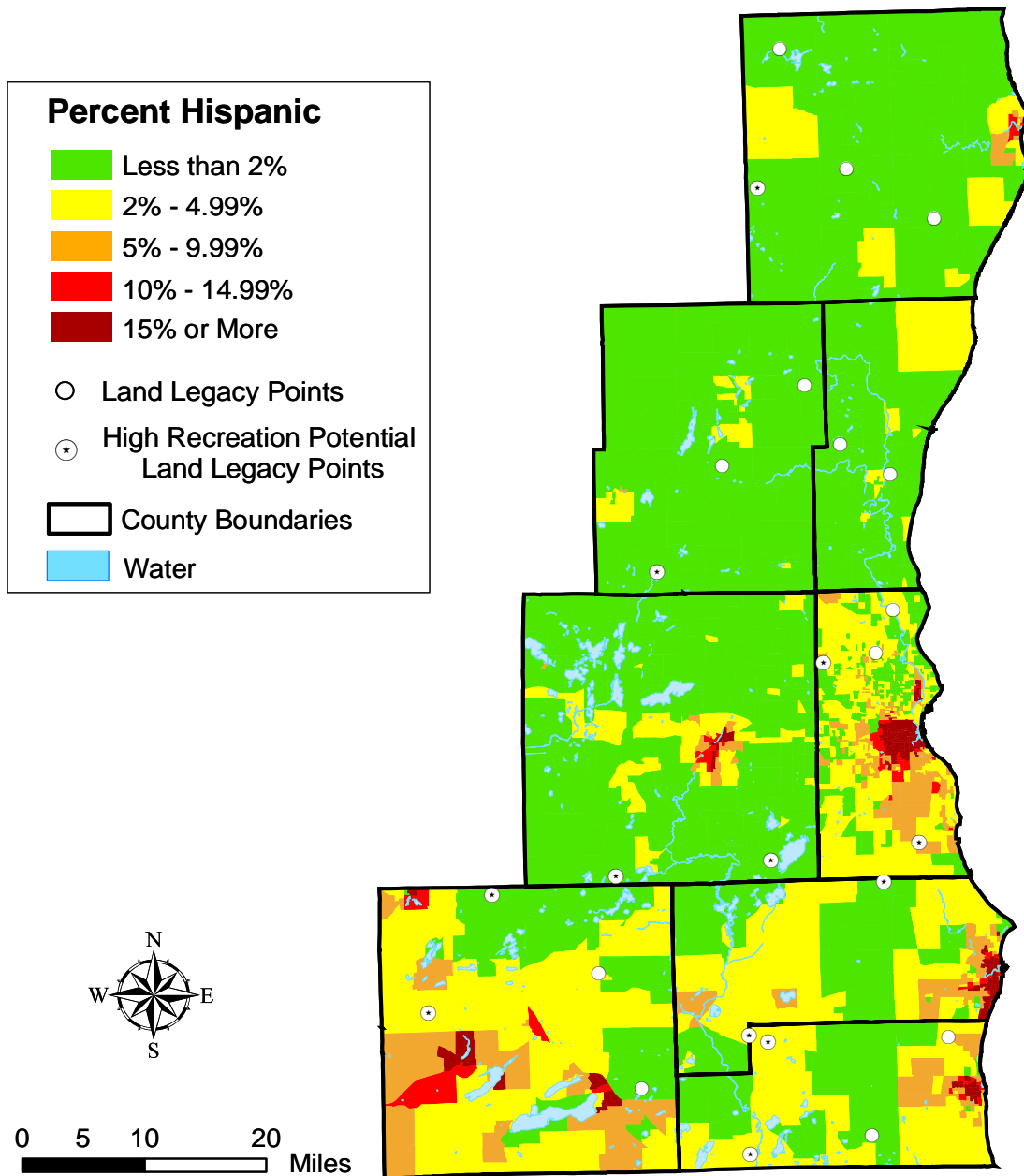


Figure 7

Hispanic Population Calculated at Block Group Level



Sources: TIGER 2000, Census 2000



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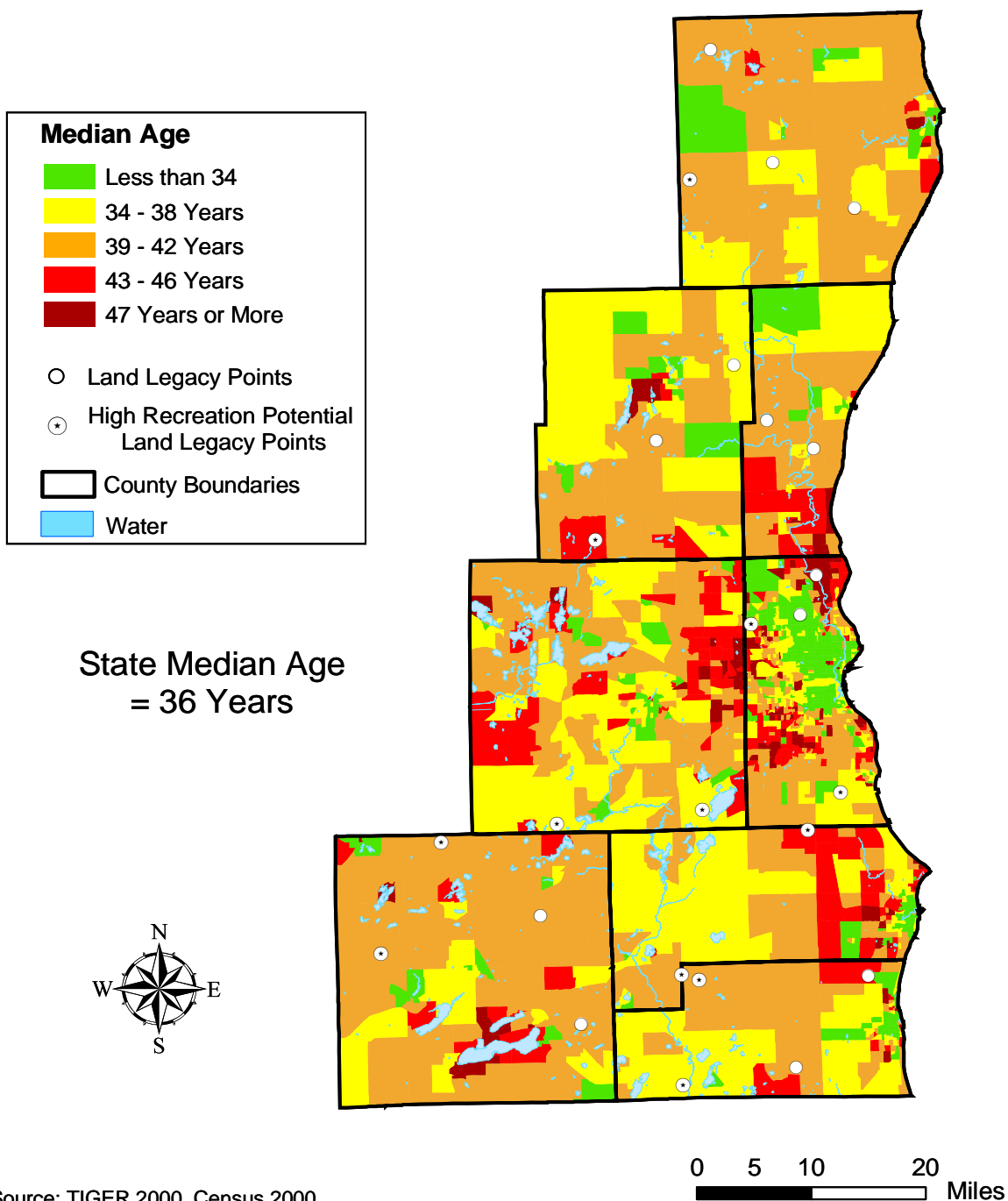
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Figure 8

Median Age Calculated at Block Group Level



Source: TIGER 2000, Census 2000



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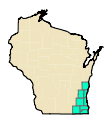
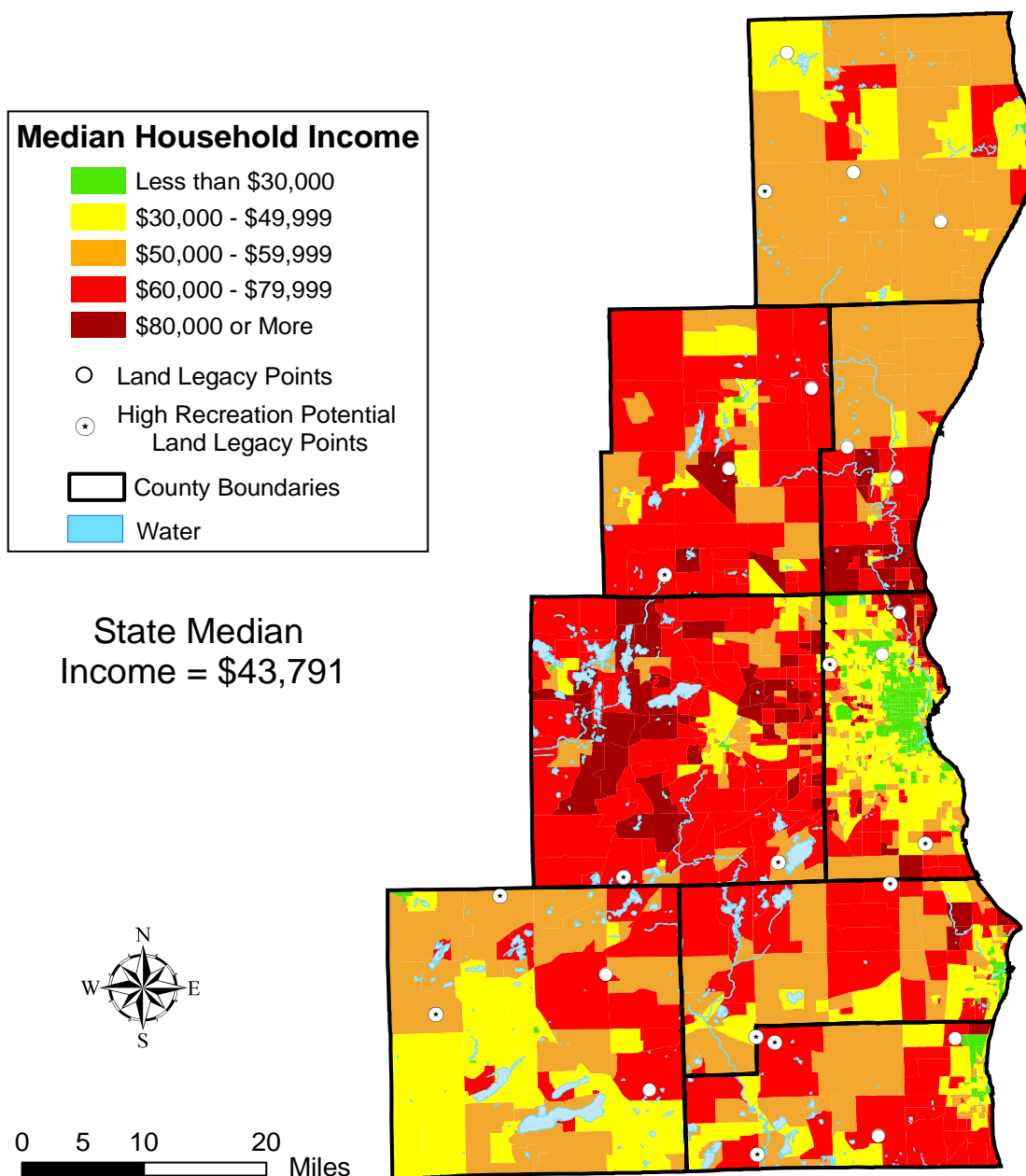


Figure 9

Median Income

Calculated at Block Group Level



Sources: TIGER 2000, Census 2000



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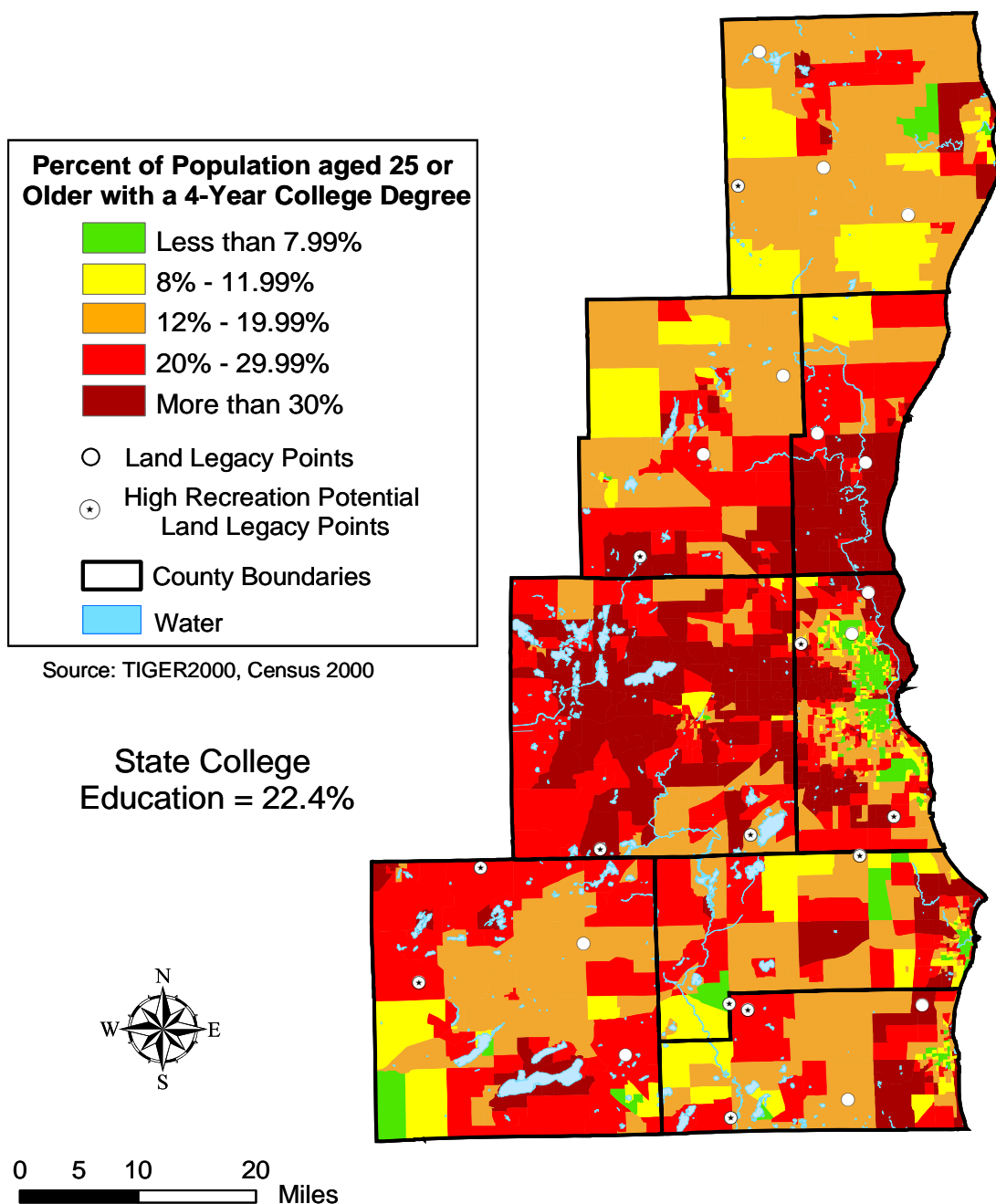
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Figure 10

College Education Calculated at Block Group Level



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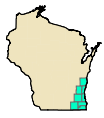
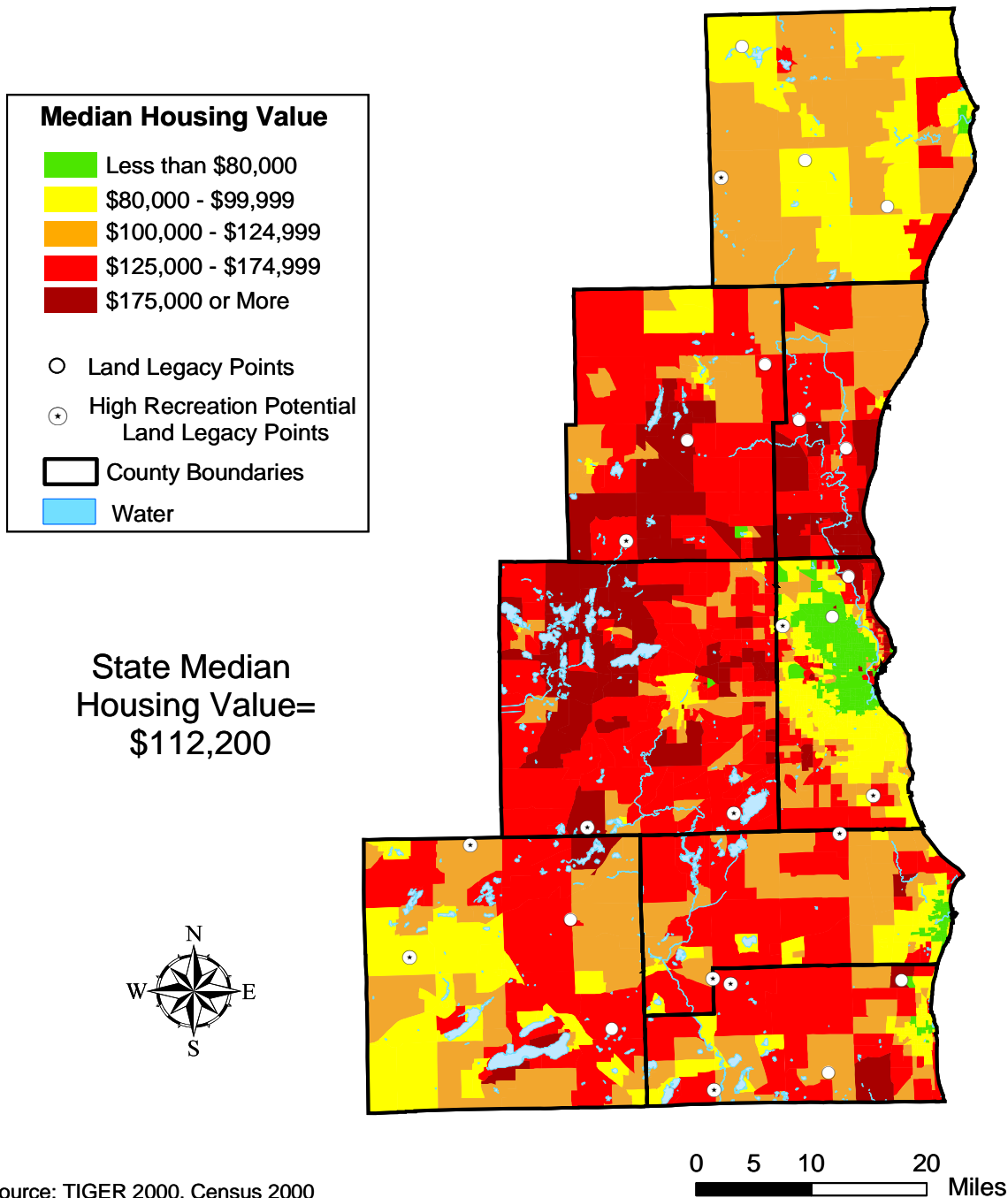


Figure 11

Median Housing Value Calculated at Block Group Level



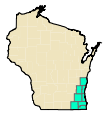
Source: TIGER 2000, Census 2000



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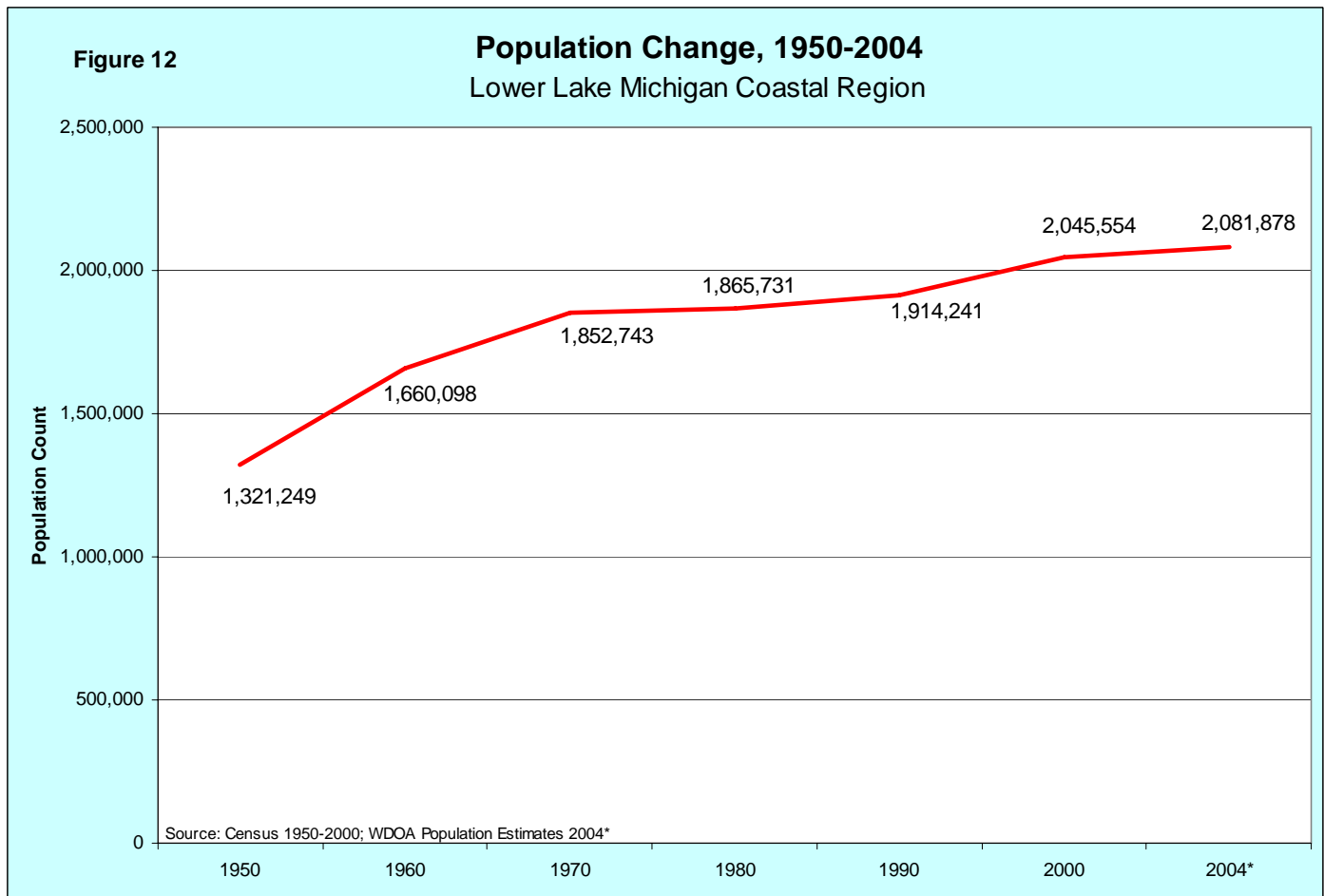




Looking at historical changes in population and housing may help to explain past and future trends in recreational participation. In this section, we examine demographic change in the Lower Lake Michigan Coastal Region. We consider the growth, urbanization, and shifting age structure of the population. In addition, we detail: where housing development has occurred, shifts in the prevalence of seasonal housing, and the impact that natural amenities (like lakes, forests, and agriculture) have had on population and housing growth.

POPULATION CHANGE

The Lower Lake Michigan Coastal Region experienced rapid population growth between 1950 and 1970, tapered off in the 1970s and 1980s, and has seen a rebound in growth since 1990. Figure 12 shows Regional population counts from 1950-2004. Between 1950 and 1970, the Lower Lake Michigan Coastal Region gained 531,494 residents for an increase of about 40% over the 20 year period. The Region then lost about 44,000 residents (decline of 2.3%) between 1975 and 1985. Since 1990, the Region has added 167,637 residents, an increase of 9% in fourteen years.



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Population growth does not occur evenly across space, and while some parts of the Lower Lake Michigan Coastal Region have continually experienced population growth, other areas have experienced periods of decline. Table 4 shows population change over time by county. Waukesha, Ozaukee and Washington Counties have continually experienced high growth since 1950. Milwaukee County has experienced a declining population since 1970. Since 2000, Washington and Kenosha Counties have grown the fastest.

Table 4a
Population Counts over Time in the Lower Lake Michigan Coastal Region

	Population Count						
	1950	1960	1970	1980	1990	2000	2004*
Kenosha County	75,238	100,615	117,917	123,137	128,181	149,577	156,082
Milwaukee County	871,047	1,036,041	1,054,249	964,988	959,275	940,164	939,358
Ozaukee County	23,361	38,441	54,461	66,981	72,831	82,317	85,160
Racine County	109,585	141,781	170,838	173,132	175,034	188,831	191,853
Sheboygan County	80,631	86,484	96,660	100,935	103,877	112,646	115,447
Walworth County	41,584	52,368	63,444	71,507	75,000	93,759	97,052
Washington County	33,902	46,119	63,839	84,848	95,328	117,493	123,587
Waukesha County	85,901	158,249	231,335	280,203	304,715	360,767	373,339
Lower Lake MI Coastal Region	1,321,249	1,660,098	1,852,743	1,865,731	1,914,241	2,045,554	2,081,878

* Estimate from Wisconsin Dept. of Administration

Sources: Census 1950-2000, Wisconsin Dept. of Administration, 2004

Table 4b
Population Change over Time in the Lower Lake Michigan Coastal Region

	Population Change				Percent Change				Average Annual Percent Increase			
	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004
Kenosha County	42,679	10,264	21,396	6,505	56.7%	8.7%	16.7%	4.3%	2.8%	0.4%	1.7%	1.1%
Milwaukee County	183,202	-94,974	-19,111	-806	21.0%	-9.0%	-2.0%	-0.1%	1.1%	-0.5%	-0.2%	0.0%
Ozaukee County	31,100	18,370	9,486	2,843	133.1%	33.7%	13.0%	3.5%	6.7%	1.7%	1.3%	0.9%
Racine County	61,253	4,196	13,797	3,022	55.9%	2.5%	7.9%	1.6%	2.8%	0.1%	0.8%	0.4%
Sheboygan County	16,029	7,217	8,769	2,801	19.9%	7.5%	8.4%	2.5%	1.0%	0.4%	0.8%	0.6%
Walworth County	21,860	11,556	18,759	3,293	52.6%	18.2%	25.0%	3.5%	2.6%	0.9%	2.5%	0.9%
Washington County	29,937	31,489	22,165	6,094	88.3%	49.3%	23.3%	5.2%	4.4%	2.5%	2.3%	1.3%
Waukesha County	145,434	73,380	56,052	12,572	169.3%	31.7%	18.4%	3.5%	8.5%	1.6%	1.8%	0.9%
Lower Lake MI Coastal Region	531,494	61,498	131,313	36,324	40.2%	3.3%	6.9%	1.8%	2.0%	0.2%	0.7%	0.4%

Sources: Census 1950-2000, Wisconsin DOA 2004

Figure 13 shows the average annual percent increase in population that municipalities experienced over four time periods. Data are fitted to 2003 municipal boundaries.



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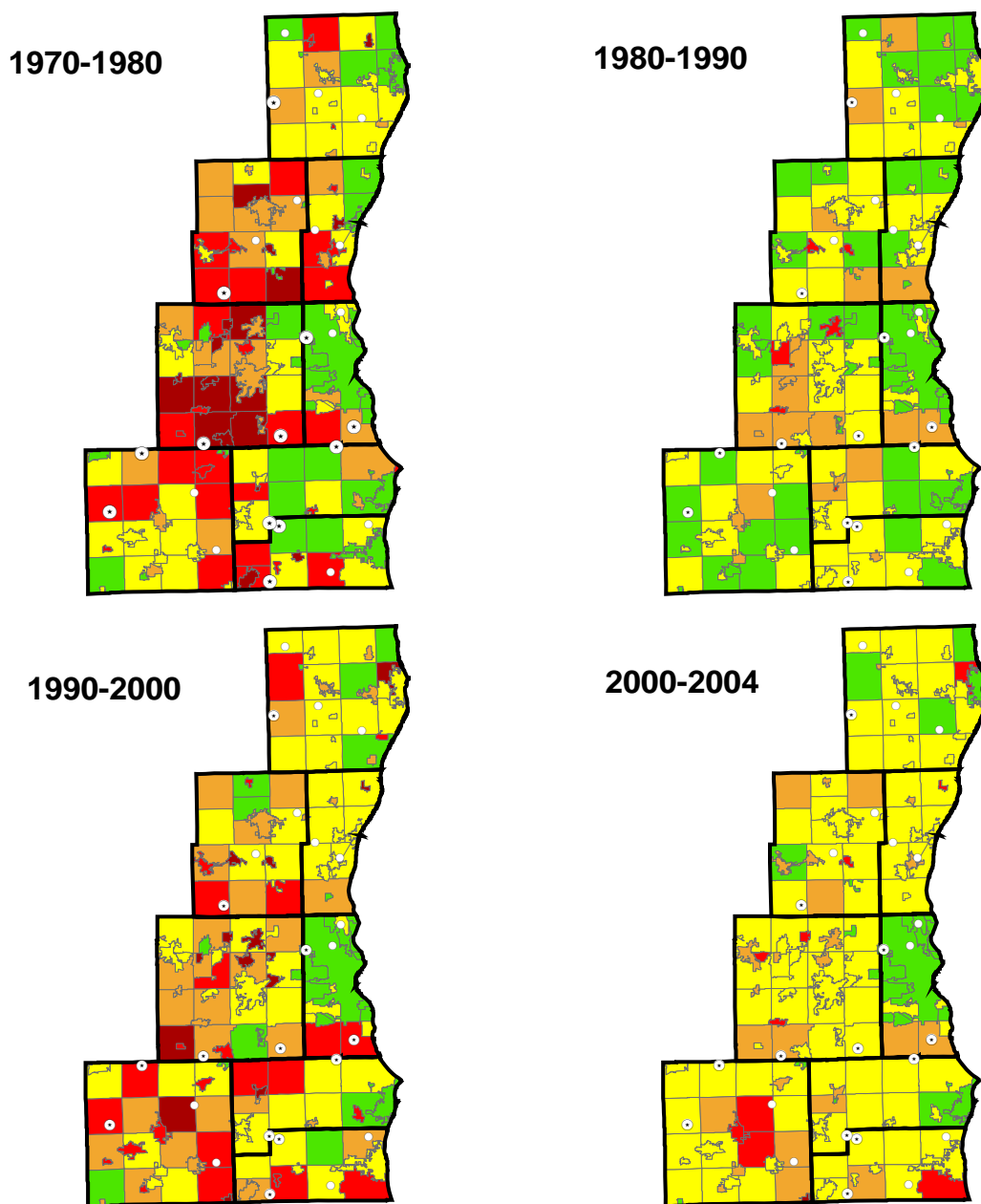




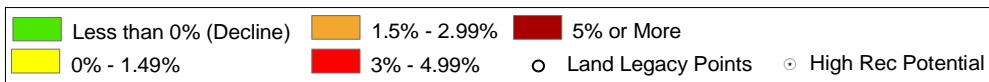
Figure 13

Population Change 1970-2004

Calculated at the Municipal Level



Average Annual Percent Change: Lower Lake MI Coastal Region



Source:
Wisconsin DOA, 2004
Population Estimates
Tiger 2003



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AGE STRUCTURE

Demographers refer to the proportion of different aged people in the population as the population's age structure. Table 5 shows how median age has changed from 1950-2000 in the Lower Lake Michigan Coastal Region. In general, the population has gotten older over the last 50 years, with the median age increasing by about 3 years for the Region as a whole. This increase occurred between 1970 and 2000, as the Baby Boom generation began to reach older ages.

Table 5
Median Age in the Lower Lake Michigan Coastal Region, 1950-2000

	Median Age					
	1950	1960	1970	1980	1990	2000
Kenosha County	31.5	28.8	26.9	29.4	32.5	34.8
Milwaukee County	32.5	30.5	28.6	30.0	32.3	33.7
Ozaukee County	30.7	27.3	25.6	30.2	34.6	38.9
Racine County	31.4	28.5	26.0	29.0	32.9	36.1
Sheboygan County	32.3	31.9	29.0	30.3	33.8	36.8
Walworth County	33.1	30.3	26.4	29.5	33.1	35.1
Washington County	30.3	27.0	24.9	28.0	32.5	36.6
Waukesha County	30.6	27.0	25.4	29.7	34.0	38.1
Lower Lake MI Coastal Region	32.1	29.8	27.6	29.7	32.8	35.4

Source: Census 1950-2000

Note: Regional medians are derived from the weighted median of the county median ages.

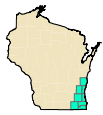
The age structure of the population in the Lower Lake Michigan Coastal Region is affected, in part, by migration patterns. Migration processes affect both population counts and the age structure of the population. The balance of in- and out-migration for a local area is known as "net migration." Net in-migration means that migration is contributing to (depending on natural increase in the specific area) population growth, while net out-migration would contribute to population decline. Migration especially impacts the age structure of a local population when people of different age groups experience opposite migration trends. For instance, young people tend to move out of more rural areas of the state into cities; and older people tend to retire in natural amenity-rich rural areas. This means that many rural areas in Wisconsin are experiencing a rapidly aging population due, in part, to migration; and many urban areas remain relatively young.



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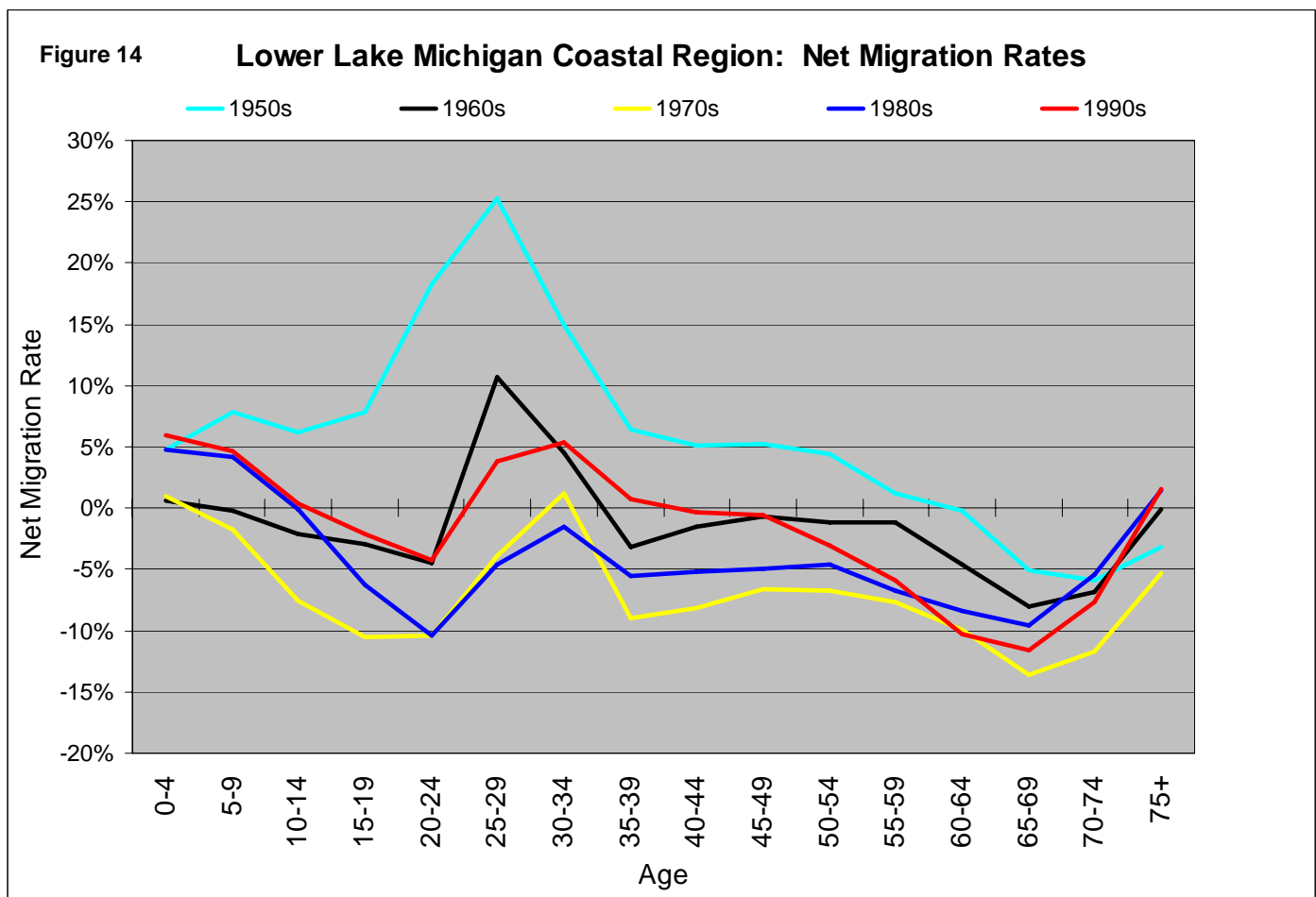
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NET MIGRATION BY AGE

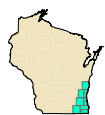
Figure 14 summarizes age-specific net migration patterns for the Lower Lake Michigan Coastal Region from 1950-2000. For example, in the 1950's the Region experienced a net in-migration (above "0%" line) at every age group, except people over age 60. The 1950's net migration line tells us that the population aged 25-29 in 1960 was about 25% higher than the population aged 15-19 in 1950. The 1970's net migration line is very different, exhibiting net out-migration (below 0% line) at almost every age group. Between 1990 and 2000, the Lower Lake Michigan Coastal Region experienced a net gain of young families (adults aged 25-40 and children), but saw a net loss of people over age 40. Such migration patterns help to keep the population of the Region relatively young.



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URBANIZATION

Over time the population of the U.S. and of Wisconsin has become increasingly urban. In 1900, about 38% of Wisconsin residents lived in urban areas. By 2000, this proportion had increased to 68%.

The urban population has increased more quickly than the rural population in the U.S. due to both natural increase and migration. In the past, rural residents tended to have more children than urban residents, but over the last several decades, this trend has switched and urban areas have higher birth rates than rural ones. In 2003, Wisconsin metropolitan counties had 13.3 births for every 1,000 residents, while non-metropolitan counties had only 11.3 (calculated from Wisconsin Dept. of Health and Family Services data). In addition, people have tended to move out of rural areas and off farms and into urban areas over the past several decades.

Table 6 shows the percent of the population living in urban areas 1950-2000. The urban population in the Lower Lake Michigan Coastal Region has increased from 82% in 1950 to 89% in 2000. Milwaukee County was already almost entirely urban in 1950, but its surrounding counties have seen much change over the last fifty years. For instance, Waukesha County was only 34% urban in 1950, yet by 2000 it was 88% urban. Similar urbanization has occurred in Walworth, Washington, and Ozaukee Counties.

Table 6
Urbanization in the Lower Lake Michigan Coastal Region, 1950-2000

	Percent Living in Urban Areas					
	1950	1960	1970	1980	1990	2000
Kenosha County	72.3%	72.4%	71.5%	72.5%	78.8%	88.6%
Milwaukee County	94.9%	100.0%	100.0%	100.0%	100.0%	99.7%
Ozaukee County	32.4%	67.9%	67.5%	74.1%	75.7%	74.6%
Racine County	74.2%	72.6%	76.1%	77.4%	79.4%	87.0%
Sheboygan County	62.6%	63.5%	61.1%	64.0%	65.3%	70.8%
Walworth County	39.3%	37.7%	38.7%	35.0%	40.3%	64.0%
Washington County	33.6%	33.8%	47.0%	46.4%	50.8%	65.2%
Waukesha County	33.9%	65.1%	80.2%	77.8%	78.1%	87.8%
Lower Lake MI Coastal Region	81.6%	86.2%	86.6%	84.9%	85.6%	89.4%

Source: Census 1950-2000

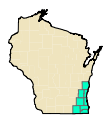
Note: Some of the differences shown here, may be the result of changes in the way "urban" is defined by the U.S. Census Bureau.



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MINORITY GROUPS

Wisconsin, in general, has a predominately White/Non-Hispanic population (87% in 2000). Though the number of minority residents has been increasing over the last few decades, minority groups still constitute a small proportion of the population for most Regions.

In the Lower Lake Michigan Coastal Region, 77% of the population identified as non-Hispanic and White on the 2000 Census. African Americans made up the largest minority group in this Region, representing almost 13% of the total population. Hispanics made up about 6% and Asians made up almost 2% of the Region's population. Table 7 shows the population of these minority groups 1950-2000.

The number of African Americans in the Lower Lake Michigan Coastal Region has steadily increased from 24,484 residents in 1950 to 264,424 residents in 2000, for an overall increase of 980%. The number of Hispanic residents in the Region has also increased quickly, especially since 1990.

Table 7
Changing Race and Ethnicity, 1950-2000

	Number of African American Persons						Percent Change
	1950	1960	1970	1980	1990	2000	1990-2000
Kenosha County	253	957	1,881	2,886	5,295	7,600	43.5%
Milwaukee County	22,129	63,024	102,226	149,435	195,470	231,157	18.3%
Ozaukee County	7	9	73	442	492	765	55.5%
Racine County	1,844	5,289	10,284	13,894	16,999	19,777	16.3%
Sheboygan County	6	28	140	309	430	1,224	184.7%
Walworth County	112	158	332	419	454	790	74.0%
Washington County	4	8	60	67	125	465	272.0%
Waukesha County	129	146	399	733	1,096	2,646	141.4%
Lower Lake MI Coastal Region	24,484	69,619	115,395	168,185	220,361	264,424	20.0%

	Number of Hispanic Persons						Percent Change
	1950	1960	1970	1980	1990	2000	1990-2000
Kenosha County	N/A	N/A	2,201	3,578	5,580	10,757	92.8%
Milwaukee County	N/A	N/A	24,949	29,343	44,671	82,406	84.5%
Ozaukee County	N/A	N/A	469	530	517	1,073	107.5%
Racine County	N/A	N/A	5,004	7,201	9,034	14,990	65.9%
Sheboygan County	N/A	N/A	2,206	1,047	1,668	3,789	127.2%
Walworth County	N/A	N/A	1,755	1,330	2,017	6,136	204.2%
Washington County	N/A	N/A	1,106	472	670	1,529	128.2%
Waukesha County	N/A	N/A	4,147	3,998	5,448	9,503	74.4%
Lower Lake MI Coastal Region	N/A	N/A	41,837	47,499	69,605	130,183	87.0%



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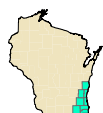


Table 7 Continued

	Number of Asian Persons						Percent Change
	1950	1960	1970	1980	1990	2000	1990-2000
Kenosha County	N/A	47	N/A	N/A	669	1,438	114.9%
Milwaukee County	N/A	1,375	N/A	N/A	15,308	24,567	60.5%
Ozaukee County	N/A	5	N/A	N/A	438	896	104.6%
Racine County	N/A	47	N/A	N/A	1,004	1,440	43.4%
Sheboygan County	N/A	8	N/A	N/A	2,061	3,726	80.8%
Walworth County	N/A	37	N/A	N/A	494	636	28.7%
Washington County	N/A	20	N/A	N/A	337	709	110.4%
Waukesha County	N/A	67	N/A	N/A	2,699	5,468	102.6%
Lower Lake MI Coastal Region	N/A	1,606	N/A	N/A	23,010	38,880	69.0%

Source: Census 1950-2000

Note: Methods of data collection and reporting on race and ethnicity in the Census have changed over the years. Consequently, data for some years are not available or have been estimated, and some of the changes seen above may be artificial. Definitions were relatively stable between 1990 and 2000.

Note: Use of terminology and “labels” when talking about racial ethnic populations can be a sensitive issue. The authors of this report understand that there are some political, cultural and social preferences and implications in using particular terminology. We have chosen to use language that reflects Census-designated racial and ethnic categories in this report.



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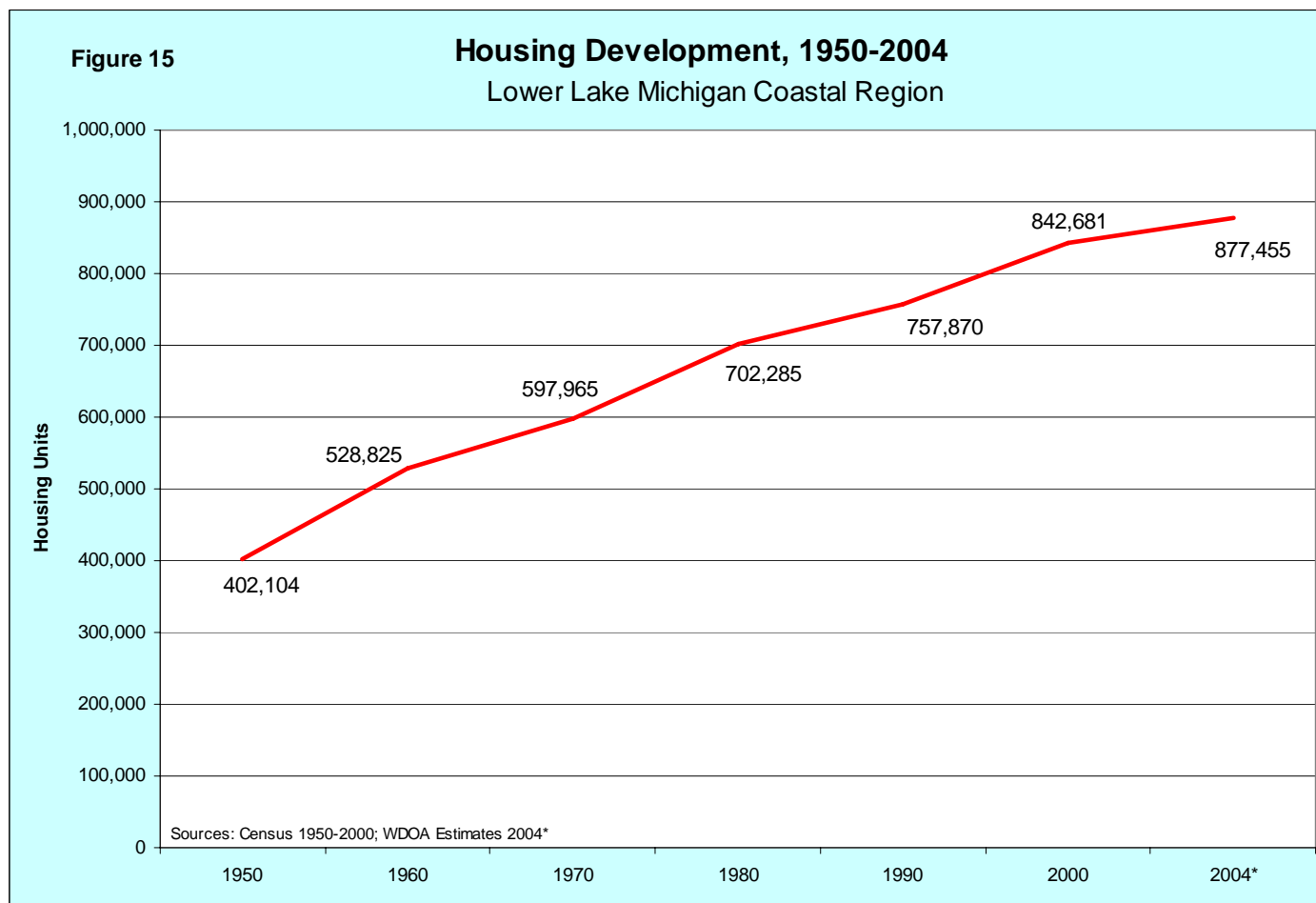




HOUSING DEVELOPMENT

Just as population in the Lower Lake Michigan Coastal Region has increased over time, so too has housing development. Figure 15 and Table 8 show the trajectory of housing growth for the Region and by county between 1950 and 2004. The number of housing units increased from 402,104 in 1950 to 877,455 in 2004, for an overall increase of 118%. The fastest rate of growth occurred in the 1950's and 1970's, when housing units increased by over 100,000 units in each decade.

Ozaukee, Washington, and Waukesha Counties have consistently experienced rapid housing development since 1950. Since 2000, Walworth County has also experienced rapid development. Although the number of housing units in the Region has consistently increased, the rate of housing development has slowed over time, especially in Milwaukee and Waukesha Counties. This is due, in part, to land getting built up. The fastest rate of development has been in the suburban counties over the past several years, and in the most recent years, counties lying even further out (like Walworth County) have seen more rapid housing growth.



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Table 8a
Housing Development over Time in the Lower Lake Michigan Coastal Region

	Number of Housing Units						
	1950	1960	1970	1980	1990	2000	2004*
Kenosha County	25,413	33,643	39,110	47,506	51,262	59,989	64,343
Milwaukee County	253,384	327,736	349,762	378,000	390,715	400,093	404,874
Ozaukee County	7,046	11,128	15,351	22,520	26,482	32,034	34,462
Racine County	34,112	43,895	52,829	62,565	66,945	74,718	78,021
Sheboygan County	24,712	28,064	31,207	37,351	40,695	45,947	48,391
Walworth County	19,032	22,539	25,773	33,397	36,937	43,783	47,508
Washington County	10,915	14,519	18,692	28,363	34,382	45,808	49,907
Waukesha County	27,490	47,301	65,241	92,583	110,452	140,309	149,949
Lower Lake MI Coastal Region	402,104	528,825	597,965	702,285	757,870	842,681	877,455

* Estimate from Wisconsin Dept. of Administration

Sources: Census 1950-2000, Wisconsin Dept. of Administration, 2004

Table 8b
Housing Development over Time in the Lower Lake Michigan Coastal Region

	Housing Unit Change				Percent Change				Average Annual Percent Increase			
	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004
Kenosha County	13,697	12,152	8,727	4,354	53.9%	31.1%	17.0%	7.3%	2.7%	1.6%	1.7%	1.8%
Milwaukee County	96,378	40,953	9,378	4,781	38.0%	11.7%	2.4%	1.2%	1.9%	0.6%	0.2%	0.3%
Ozaukee County	8,305	11,131	5,552	2,428	117.9%	72.5%	21.0%	7.6%	5.9%	3.6%	2.1%	1.9%
Racine County	18,717	14,116	7,773	3,303	54.9%	26.7%	11.6%	4.4%	2.7%	1.3%	1.2%	1.1%
Sheboygan County	6,495	9,488	5,252	2,444	26.3%	30.4%	12.9%	5.3%	1.3%	1.5%	1.3%	1.3%
Walworth County	6,741	11,164	6,846	3,725	35.4%	43.3%	18.5%	8.5%	1.8%	2.2%	1.9%	2.1%
Washington County	7,777	15,690	11,426	4,099	71.3%	83.9%	33.2%	8.9%	3.6%	4.2%	3.3%	2.2%
Waukesha County	37,751	45,211	29,857	9,640	137.3%	69.3%	27.0%	6.9%	6.9%	3.5%	2.7%	1.7%
Lower Lake MI Coastal Region	195,861	159,905	84,811	34,774	48.7%	26.7%	11.2%	4.1%	2.4%	1.3%	1.1%	1.0%

Figure 16 shows housing density between 1950 and 2000 at the Census Block Group level. The maps show the approximate number of housing units per square mile in each decade. Over time, the area around Milwaukee has gradually filled up with increasing numbers of homes stretching farther out away from the city itself.



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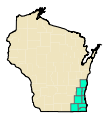
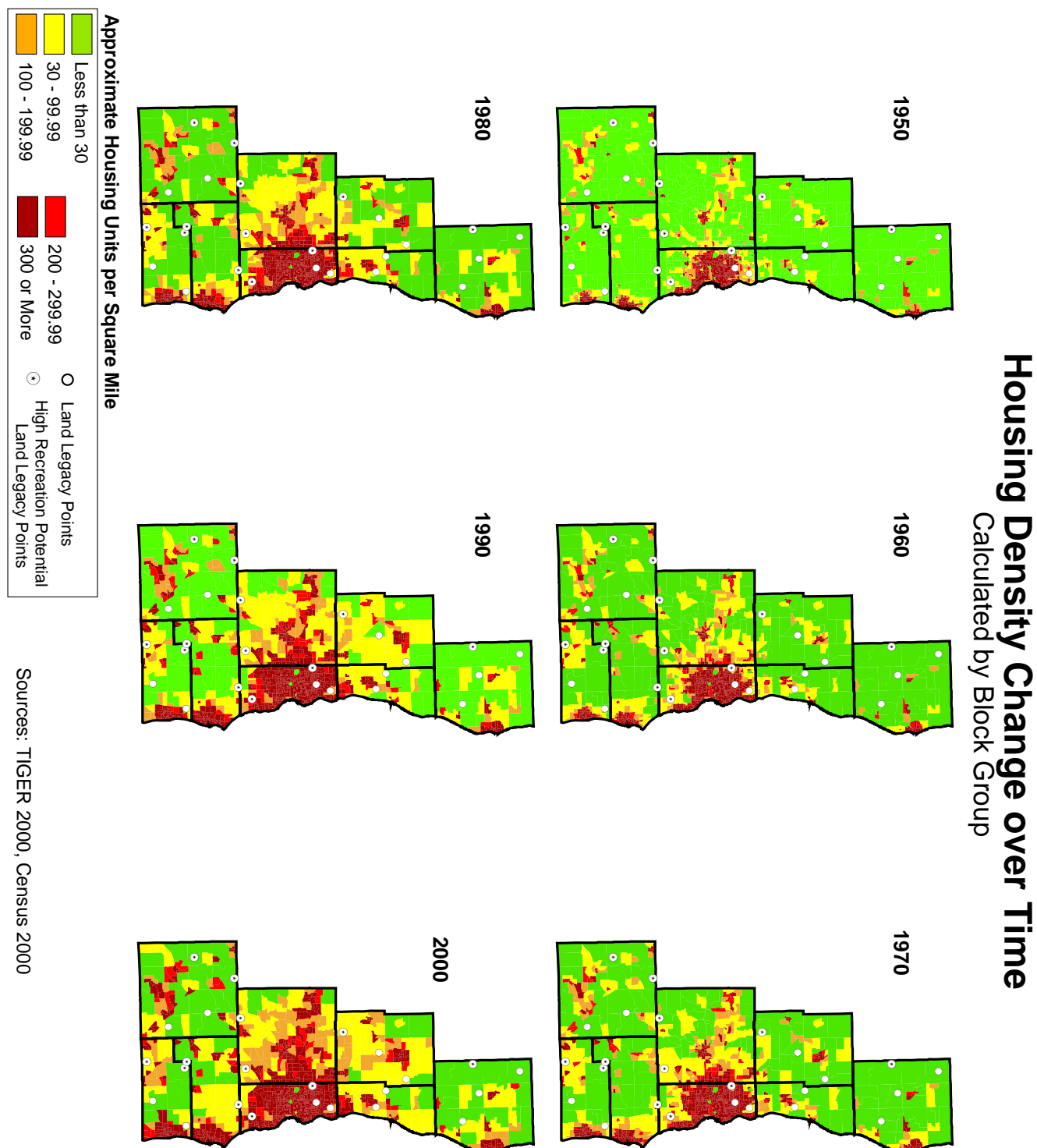
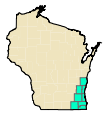


Figure 16

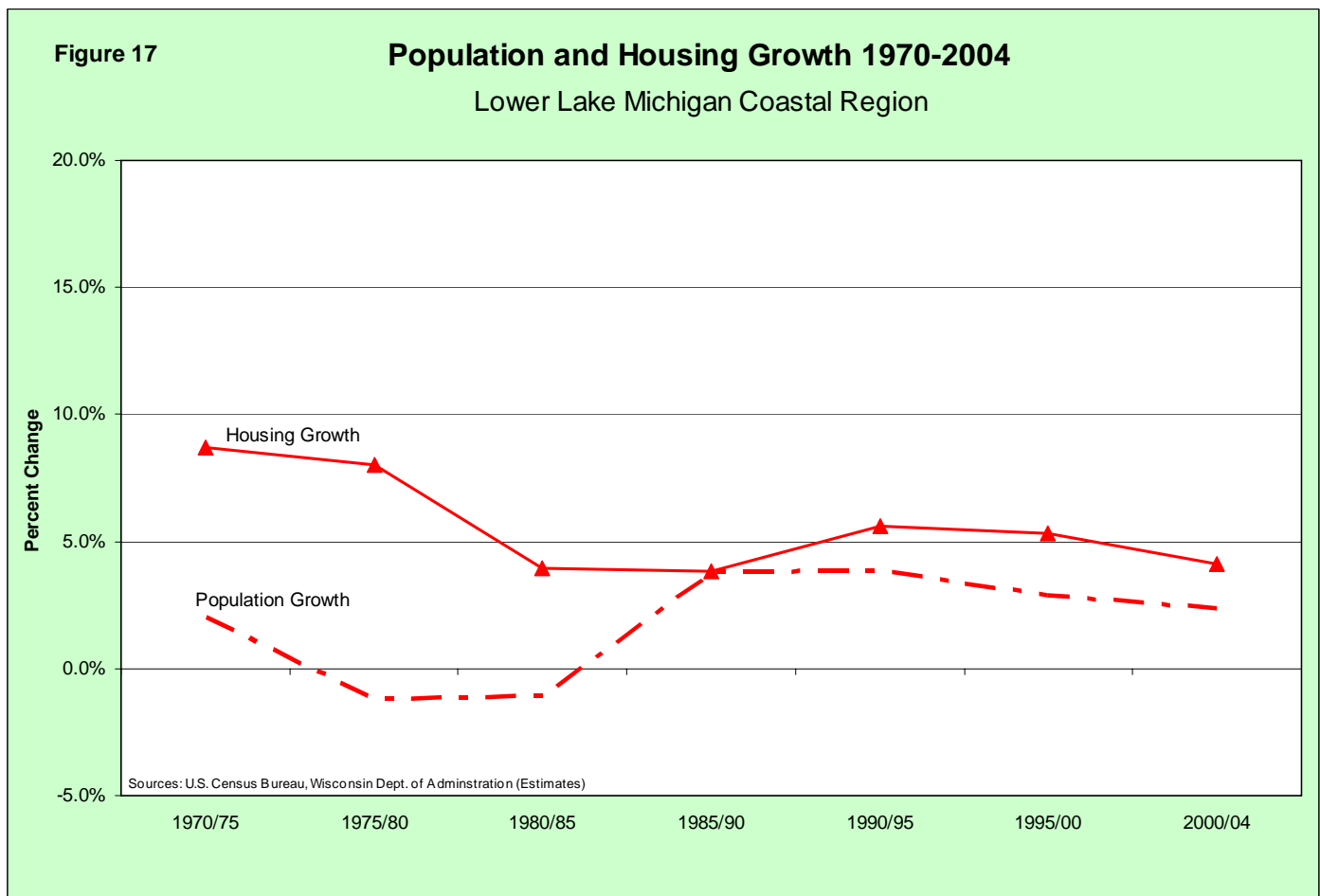




Assuming that more people need more houses, we would expect housing growth to occur in relation to population growth. In reality, housing development depends on factors other than population growth such as: seasonal housing, interest rates, decisions of policy makers and residential developers, and the number of people per household. For this reason, we sometimes see housing growth that outpaces population growth, and vice versa.

Figure 17 shows how housing development has occurred with relation to population growth over the last few decades in the Lower Lake Michigan Coastal Region. The chart shows the percent change in each time period, with 0% meaning that the number of housing units and/or population in the Region did not change at all, negative percentages depict a decline, and positive percentages show percent of increase.

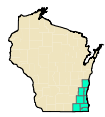
In the 1970's housing growth occurred at a relatively rapid rate, while population actually declined between 1975 and 1985. In 1980 the number of housing units in the Region was about 8% *higher* than the number of housing units in 1975, while the number of people in 1980 was about 1% *lower* than the number of people in 1975. Housing development has consistently outpaced population growth in the Lower Lake Michigan Coastal Region.



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SEASONAL HOUSING

Although seasonal housing does not make up a substantial proportion of housing units in the Lower Lake Michigan Coastal Region, in particular counties seasonal housing is an important factor to consider for outdoor recreation planning. Table 9 shows the number and percent of all housing units that were for seasonal use 1950-2000.

In 1950, Ozaukee, Sheboygan, Walworth, and Washington Counties had a substantial number (over 1,000) of seasonal homes. Seasonal housing patterns have shifted over time, as permanent residential patterns have shifted and resident population density has increased in the suburbs of Milwaukee. In general, the number of seasonal homes in the Region has remained relatively steady over time. Walworth County stands out as an area that has experienced a growing number of seasonal housing units over the past several years.

Table 9
Seasonal Housing in the Lower Lake Michigan Coastal Region, 1950-2000

	Number of Seasonal Housing Units						Percent Seasonal		
	1950	1960	1970	1980	1990	2000	1960	1980	2000
Kenosha County	242	3,299	1,669	2,346	2,275	1,651	9.8%	4.9%	2.8%
Milwaukee County	269	623	3,210	683	605	889	0.2%	0.2%	0.2%
Ozaukee County	2,100	339	298	171	223	256	3.0%	0.8%	0.8%
Racine County	602	1,855	1,228	1,115	951	896	4.2%	1.8%	1.2%
Sheboygan County	6,106	928	466	826	745	804	3.3%	2.2%	1.7%
Walworth County	1,300	6,289	3,332	7,095	7,706	7,458	27.9%	21.2%	17.0%
Washington County	3,014	1,313	310	720	702	653	9.0%	2.5%	1.4%
Waukesha County	671	2,961	992	1,567	1,228	1,339	6.3%	1.7%	1.0%
Lower Lake MI Coastal Region	14,304	17,607	11,504	14,523	14,435	13,946	3%	2.1%	1.7%

Source: Census 1950-2000

Note: Data collection and reporting on seasonal housing have changed over the years. Consequently, data for some years have been estimated.

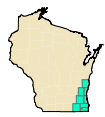
Note: Because of changing Census definitions and compilation methods over time, the data shown here are not perfectly comparable between decades, and they do not represent exact true counts. Rather, these data are estimates of the actual proportions of seasonal housing units, and they offer a general understanding of how seasonal housing has fluctuated over the time period.



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NATURAL AMENITIES, RECREATION AND POPULATION CHANGE

Researchers (i.e. David McGranahan, Calvin Beale, and Ken Johnson) have found evidence that natural amenities (like climate, topography, forests, lakes, and rivers) and recreational resources are associated with population growth in some rural areas. The idea is that many people are attracted to natural amenities and want to live in or near places that offer natural beauty and recreational opportunities. According to this line of thought, we might expect areas rich in natural amenities to experience disproportionately high population and housing growth. This is important to consider because population and housing growth in these amenity rich areas will impact the supply and demand for outdoor recreation, as well as the integrity of the natural environment.

Although the Lower Lake Michigan Coastal Region is almost entirely urbanized and urban-amenity centered, some areas of the Region (particularly Walworth County, the lakes area of western Waukesha County, and areas along the Lake Michigan shore) may be impacted by natural amenity-based (especially water-oriented) growth. In addition, agricultural land and grasslands might be considered a “natural” amenity in a more urbanized region, such as the Lower Lake Michigan Coastal Region. We can get an idea of what the capacity for such amenity-based growth might be the Lower Lake Michigan Coastal Region by looking at land cover.

Table 10 shows land cover types in the Region, as they existed in 1992. The Region has a disproportionate amount of urbanized landscape and a significant amount of agriculture and grassland. Forested landscape is lacking in the Region, and inland water resources (lakes and rivers) are largely limited to Walworth and Waukesha Counties.

Table 10
Land Cover in the Lower Lake Michigan Coastal Region

	Urban	Agricultural	Grassland	Forest	Water	Wetland	Barren	Shrubland
Kenosha County	6.8%	52.5%	11.8%	11.2%	3.1%	9.3%	3.8%	1.5%
Milwaukee County	56.5%	7.2%	19.8%	10.3%	1.2%	2.8%	0.7%	1.5%
Ozaukee County	6.9%	49.2%	19.3%	9.1%	1.6%	10.6%	1.1%	2.2%
Racine County	7.6%	53.9%	11.5%	12.1%	2.9%	6.9%	3.8%	1.3%
Sheboygan County	3.6%	57.6%	10.4%	11.4%	0.9%	12.0%	1.5%	1.5%
Walworth County	2.6%	59.0%	10.1%	12.4%	3.8%	7.6%	4.0%	0.5%
Washington County	3.4%	49.1%	16.6%	11.6%	1.4%	15.3%	1.9%	0.7%
Waukesha County	11.9%	29.4%	24.3%	13.3%	4.6%	13.9%	1.6%	1.0%
Lower Lake MI Coastal Region	9.8%	46.3%	15.3%	11.8%	2.6%	10.4%	2.4%	1.2%
Wisconsin State	1.6%	30.8%	10.7%	37.5%	3.4%	14.1%	1.1%	0.9%

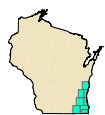
Source: Wisconsin DNR Wisland, 1998



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In their research, Beale and Johnson have identified non-metropolitan counties that have a great deal of tourism, recreation and entertainment, and seasonal housing. They call these counties “Nonmetro Recreation Counties,” and they find that across the United States, Recreation Counties have experienced especially high net migration rates, and higher population growth rates than either metropolitan counties or other non-metropolitan counties (Johnson and Beale, 2002).

In the Lower Lake Michigan Coastal Region, only Walworth County is classified as a Nonmetro Recreation County. Table 11 compares population and housing change over time in Walworth County to the other counties in the Lower Lake Michigan Coastal Region. Walworth County has consistently experienced population and housing growth over the last several decades. Its rate of growth has been slightly less, but similar to growth in the suburban counties of Ozaukee, Washington, and Waukesha.

Table 11
Natural Amenities, Recreation, and Population Change: Lower Lake Michigan Coastal Region

	Land Cover		Population Change			Housing Change		
	% Ag	% Water	1970-1990	1990-2000	2000-2004	1970-1990	1990-2000	2000-2004
Recreation Counties								
Walworth County	59.0%	3.8%	18.2%	25.0%	3.5%	43.3%	18.5%	8.5%
Metropolitan Counties								
Kenosha County	52.5%	3.1%	8.7%	16.7%	4.3%	31.1%	17.0%	7.3%
Milwaukee County	7.2%	1.2%	-9.0%	-2.0%	-0.1%	11.7%	2.4%	1.2%
Ozaukee County	49.2%	1.6%	33.7%	13.0%	3.5%	72.5%	21.0%	7.6%
Racine County	53.9%	2.9%	2.5%	7.9%	1.6%	26.7%	11.6%	4.4%
Sheboygan County	57.6%	0.9%	7.5%	8.4%	2.5%	30.4%	12.9%	5.3%
Washington County	49.1%	1.4%	49.3%	23.3%	5.2%	83.9%	33.2%	8.9%
Waukesha County	29.4%	4.6%	31.7%	18.4%	3.5%	69.3%	27.0%	6.9%

Sources: Census 1950-2000; Wisconsin Dept. of Administration, 2004; Wisconsin DNR WiscLand, 1998

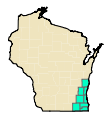
It is important to note that several other factors (in addition to land cover and recreational opportunity) impact population and housing growth. For instance, distance from major cities and transportation routes also play large roles in determining population and housing growth rates. These factors likely account for the high growth observed in Ozaukee and Washington Counties.



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The Wisconsin DOA provides population projections at the municipality and county levels. At the county level, they provide these projections by age, allowing us to estimate county median ages for coming years. According to these projections, the population of the Lower Lake Michigan Coastal Region will continue to increase in size and in median age in coming years.

POPULATION PROJECTIONS

By 2010 the Region's population is projected to grow to 2,159,531 residents, an increase of 3.7% over the 2004 population (see Table 12). By 2020 the population of the Lower Lake Michigan Coastal Region is projected to reach 2,282,032. Kenosha, Walworth, and Washington Counties are projected to have the highest rate of increase in the Region. Projected increases in Kenosha County are probably due, in part, to the continual expansion of Chicagoland to the south. Regional population increase is projected to occur faster in the coming years than it did 2000-2004 or 1970-1990, and close to population increase that occurred in the 1990s.

Table 12
Population Projections for the Lower Lake Michigan Coastal Region

	Estimate 2004	Projection		Projected Increase		Average Annual % Increase	
		2010	2020	2004-2010	2010-2020	2004-2010	2010-2020
Kenosha County	156,082	165,678	181,693	9,596	16,015	1.02%	0.97%
Milwaukee County	939,358	973,363	1,014,293	34,005	40,930	0.60%	0.42%
Ozaukee County	85,160	87,238	92,496	2,078	5,258	0.41%	0.60%
Racine County	191,853	197,662	206,989	5,809	9,327	0.50%	0.47%
Sheboygan County	115,447	119,411	126,540	3,964	7,129	0.57%	0.60%
Walworth County	97,052	100,634	111,237	3,582	10,603	0.62%	1.05%
Washington County	123,587	129,085	139,214	5,498	10,129	0.74%	0.78%
Waukesha County	373,339	386,460	409,570	13,121	23,110	0.59%	0.60%
Lower Lake MI Coastal Region	2,081,878	2,159,531	2,282,032	77,653	122,501	0.62%	0.57%

Source: Wisconsin Dept. of Administration, 2004

Figure 18 shows the percent increase in population projected to occur at the municipality level 2000-2010 and 2010-2020. Each county in the Region has particular areas that are expected to experience high growth in the coming years.

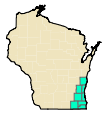
In Sheboygan County, the City of Plymouth, the Village of Howard's Grove, and the Towns of Mosel and Mitchell are expected to grow quickly. The Village of Belgium in Ozaukee County and the Village of Jackson and the Town of Erin in Washington County are also projected to experience quick population growth. In Waukesha County growth is projected for the Village of Eagle and its surrounding towns and the Village of Nashotah. In Walworth County, the Towns of Geneva, Lyons, and La Grange and the Village of Genoa City are projected to experience rapid population growth. In Kenosha County the Towns of Salem, Randall, and Brighton and the Village of Waterford and its surrounding towns stand out as potential centers of population growth. Finally, the two southernmost municipalities in Milwaukee County (the Cities of Oak Creek and Franklin) are projected to grow quickly.



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Future municipal growth near Land Legacy points may impact future conservation and/or recreation opportunities. Land Legacy points marked as having high recreation potential that are located in areas with projected rapid growth include: portions of the Kettle Moraine State Forest in the Town of Mitchell (Sheboygan County), the Town of Erin (Washington County), and the Town of La Grange (Walworth County); the Mukwonago River and Jericho Creek in the Town of Mukwonago near the Village of Eagle in Waukesha County; the Illinois Fox River bordering the Towns of Salem and Randall in Kenosha County; the Bong Grassland in the Town of Brighton; the Root River in the City of Franklin; and Oak Creek in the City of Oak Creek.



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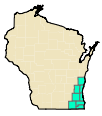
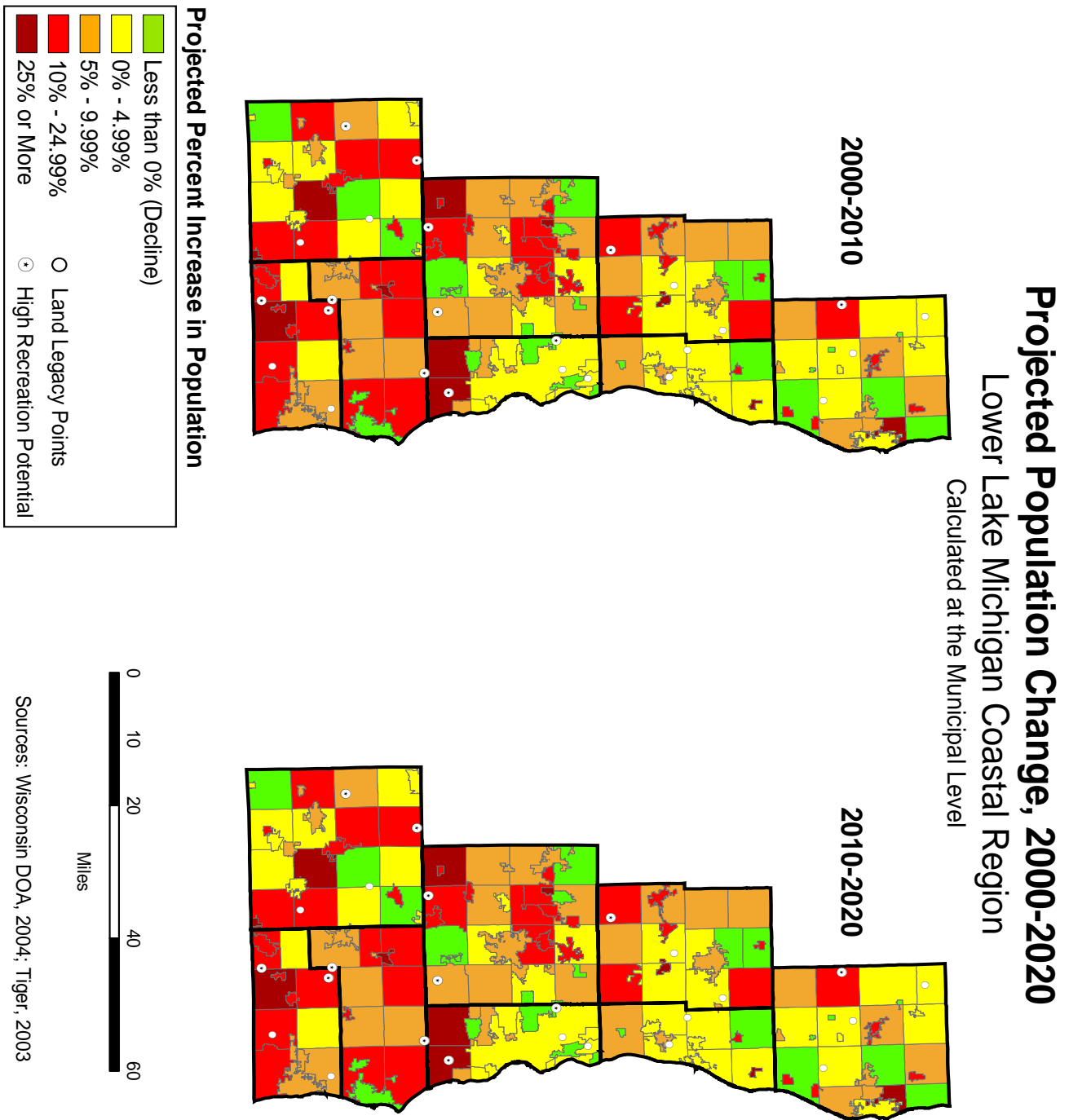
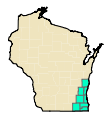


Figure 18





AGE PROJECTIONS

As mentioned previously, the population in the Lower Lake Michigan Coastal Region is slightly younger than the state of Wisconsin as a whole. Projections suggest that although the population of this Region will grow older in coming years, it will not age as quickly as the state average. Table 13 shows observed and projected median age for counties in the Lower Lake Michigan Coastal Region 2000-2010. Population across the state of Wisconsin is projected to grow older at the rate of one year older for every five years in time. In the Lower Lake Michigan Coastal Region, this rate is slower (about 0.75 years per five years). Still, in Ozaukee, Walworth, and Washington Counties the population is projected to age faster than the state average.

By 2010, median age is projected to reach 37.1 years in the Lower Lake Michigan Coastal Region, with Ozaukee County as high as 42 years and Milwaukee County as low as 35 years.

Table 13
Median Age in the Lower Lake Michigan Coastal Region, 2000-2010

	Observed 2000	Projected		Change	
		2005	2010	2000-2005	2005-2010
Kenosha County	35	35	36	0	1
Milwaukee County	34	34	35	0	1
Ozaukee County	39	41	42	2	1
Racine County	36	37	37	1	0
Sheboygan County	37	38	38	1	0
Walworth County	35	37	39	2	2
Washington County	37	38	40	1	2
Waukesha County	38	40	40	2	0
Lower Lake MI Coastal Region	35.5	36.3	37.1	0.7	0.8
Wisconsin State	36.0	37.0	38.0	1.0	1.0

Source: Wisconsin Dept. of Administration, 2004

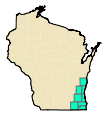
Projected Median Age is estimated from the D.O.A. age-specific population projections, 2004



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CONCLUSIONS

The Lower Lake Michigan Coastal Region is the most urban Region of the state of Wisconsin. Within the Region, most people live in the Milwaukee area, including Milwaukee County itself and in the Waukesha County suburbs. The Region has experienced population and housing growth over the last several decades and is projected to continue to experience growth in the coming years. Income, housing values, and education rates are relatively high in the Lower Lake Michigan Coastal Region. Still, socio-economic and demographic characteristics vary tremendously within the Region, especially between city centers, their suburbs, and more rural outlying areas.

Based on the information shown in this report and from survey data that relates demographic characteristics to participation in outdoor recreational activities (NSRE 2000-2004), we can make some assumptions about the types of outdoor recreation that are more or less popular in the Lower Lake Michigan Coastal Region and how this relates to geographic and demographic characteristics of the Region. According to the NSRE survey, participation rates in fishing, hunting, off-road driving, visiting a wilderness or primitive area, and snowmobiling are particularly low in the Lower Lake Michigan Coastal Region. Visiting dog parks, playing yard games, attending outdoor concerts and plays, swimming in outdoor pools, participating in nature-based outdoor recreation, and skateboarding are activities that are popular in the Lower Lake Michigan Coastal Region, relative to other areas of the state.

Geographically, we might expect rates of participation in open water and urban activities to be high because of easy access to Lake Michigan and because the Region is largely urbanized. Similarly, access to wilderness and wildlife-based activities may be restricted because of the urbanization and geography of the Region.

Demographically, the Lower Lake Michigan Coastal Region is relatively urban and young, with high income and education rates. In metropolitan areas, swimming in an outdoor pool, visiting a dog park to walk a pet, visiting an outdoor theme/water park, and attending outdoor concerts, plays, etc. are more popular than they are in non-metropolitan areas. Younger people tend to participate disproportionately in several outdoor recreation activities, including: developed camping, outdoor volleyball, running or jogging, inline skating, Frisbee golf, downhill skiing, ice skating outdoors, kayaking, personal watercraft, waterskiing, boating, bicycling, and mountain biking. People with higher education levels and higher incomes tend to participate more in hiking, golfing, nature-based education, visiting historic sites, cross country skiing, kayaking, sailing, boating, visiting beaches, bicycling, and walking for pleasure. These activities might be particularly popular in the Lower Lake Michigan Coastal Region, in part because of the demographic structure of the Region.

National Survey on Recreation and the Environment (NSRE): 2000-2004. Versions 1-18 (except 12 & 17), N=2935. Interview dates: 7/99 to 11/04. The Interagency National Survey Consortium, Coordinated by the USDA Forest Service, Recreation, Wilderness, and Demographics Trends Research Group, Athens, GA, the Human Dimensions Research Laboratory, University of Tennessee, Knoxville, TN.



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